

# THE EDITOR & PUBLISHER

OHIO STATE  
UNIVERSITY

Established 1884—The Oldest Publishers' and Advertisers' Journal in America.

JUL 5 1916

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NEW YORK, SATURDAY, JULY 1, 1916

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## The Chicago Tribune's New Book

THE CHICAGO TRIBUNE has recently published a little book which shows the inside workings of the methods it employs in building unusual advertising successes—the methods it employs in opening up to manufacturers and distributors a great market which hitherto they could not enter—the methods used to enable great business houses who *have* obtained a foothold in that market to greatly increase their sales and *cut their selling cost*. This little book is entitled "*WINNING A GREAT MARKET ON FACTS*", and if you will write today, on your letterhead, we will gladly send you a copy.

THE CHICAGO TRIBUNE does not merely sell its advertising space and leave the rest to luck or chance. It renders a *REAL MERCHANDISING SERVICE*, based on actual experience in the merchandising field, based on data gathered through a period of years, based on *bed rock facts covering every angle of the merchandising and advertising conditions in this rich territory*. Write today for "*WINNING A GREAT MARKET ON FACTS*".

## The Chicago Tribune

The World's Greatest Newspaper  
(Trade Mark Registered)

Circulation over  $\left\{ \begin{array}{l} 600,000 \\ 500,000 \text{ Sunday} \\ 350,000 \\ 300,000 \text{ Daily} \end{array} \right.$

Member Audit Bureau of Circulations

Eastern Advertising Office: 251 Fifth Avenue, New York City  
Pacific Coast Advertising Office: 742 Market Street, San Francisco

# ASSOCIATED POLICIES

THE NEW YORK TRIBUNE has laid down an editorial and advertising policy identical with that of The Associated Advertising Clubs—"TRUTH". It is building a great newspaper on the great principle of honest methods.

## TRUTH—THE POLICY BEHIND THE FASTEST GROWING NEWSPAPER

The Ad-Visor and the Bureau of Investigations conducted by Samuel Hopkins Adams; refusal of patent medicine, liquor and shady financial advertising; a sweeping money-back guarantee applied to advertising; this unprecedented combination helped to make following remarkable display advertising record for May.

PAPERS THAT GAINED		PAPERS THAT LOST	
TRIBUNE.....	33% or 93,480 Lines	WORLD.....	3% or 16,574 Lines
TIMES.....	16% " 122,835 "	HERALD.....	10% " 50,055 "
AMERICAN.....	3% " 18,259 "	PRESS.....	13% " 22,393 "
		SUN.....	17% " 62,129 "

It is interesting to note that The Tribune gained all the World, Press and Herald lost—and more beside. The gains made in the following classifications are particularly suggestive of the purchasing power of readers of The Tribune.

Dry Goods Advertising	Women's Shops Advertising	Automobile Advertising
TRIBUNE ..... 24,455 lines GAIN	TRIBUNE ..... 5,607 lines GAIN	TRIBUNE ..... 19,061 lines GAIN
Press ..... 11,290 " LOSS	Times ..... 2,451 " GAIN	Times ..... 11,885 " GAIN
Sun ..... 19,144 " LOSS	Press. .... 727 " GAIN	American ..... 11,844 " GAIN
Times ..... 26,533 " LOSS	American ..... 578 " LOSS	Sun ..... 7,136 " GAIN
Herald ..... 38,005 " LOSS	World ..... 722 " LOSS	World ..... 1,155 " GAIN
World ..... 51,555 " LOSS	Sun ..... 2,158 " LOSS	Press ..... 563 " GAIN
American ..... 51,657 " LOSS	Herald ..... 11,559 " LOSS	Herald ..... 398 " GAIN
Musical Instrument Advertising	School and College Advertising	Hotel and Restaurant Advertising
TRIBUNE ..... 13,261 lines GAIN	TRIBUNE ..... 2,972 lines GAIN	TRIBUNE ..... 9,978 lines GAIN
Herald ..... 2,426 " GAIN	World ..... 2,849 " GAIN	Times ..... 8,969 " GAIN
Sun ..... 2,393 " GAIN	Sun ..... 2,763 " GAIN	American ..... 1,553 " GAIN
Times ..... 2,210 " GAIN	Times ..... 2,622 " GAIN	World ..... 1,036 " LOSS
American ..... 812 " GAIN	Herald ..... 136 " GAIN	Sun ..... 1,392 " LOSS
Press ..... 367 " GAIN	American ..... 476 " LOSS	Press ..... 2,967 " LOSS
World ..... 7,598 " LOSS	Press ..... 1,040 " LOSS	Herald ..... 5,790 " LOSS

# New York Tribune

FIRST TO LAST—THE TRUTH; NEWS—EDITORIALS—ADVERTISEMENTS

*Circulation Now Over 100,000 Average Daily and Sunday*

Tribune Service

# THE EDITOR & PUBLISHER

Issued every Saturday—forms closing at ten A. M. on the Friday preceding the date of publication—by The Editor and Publisher Co., Suite 1117, World Building, 63 Park Row, New York City. Private Branch Tel. Exchange Beekman 4330. The Journalist, established 1884; The Editor and Publisher, 1901; The Editor and Publisher and The Journalist, 1907. James Wright Brown, President; E. D. DeWitt, Treasurer; Frank Le Roy Blanchard, Secretary.

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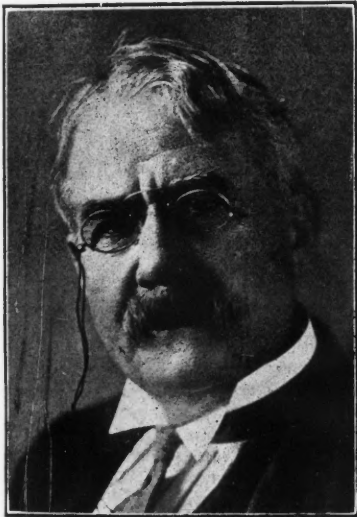
No. 3

## A TALK WITH DON MARQUIS ON THE "COLYUM"

Recorded by G. W. HARRIS

WHILE talking the other day with Don Marquis, the originator of "The Sun Dial" column in the New York Evening Sun and its continuator for some three years now, to the daily delight of thousands of readers, he fished up from the litter of papers on his desk a battered and tattered and broken-backed old copy of "The Essays of Elia" and read to me these words from the essay entitled "Newspapers Thirty-five Years Ago":

In those days every morning paper, as an essential retainer to its establishment, kept an author, who was bound to furnish daily a quantum



FRANK L. STANTON.

of witty paragraphs. Sixpence a joke (and it was thought pretty high, too) was Dan Stuart's settled remuneration in these cases. The chat of the day, scandal, but above all, *dress*, furnished the material. The length of no paragraph was to exceed seven lines. Shorter they might be, but they must be poignant.

Somebody has said, that to swallow six cross-buns daily, consecutively for a fortnight, would surfeit the stoutest digestion. But to have to furnish as many jokes daily, and that not for a fortnight, but for a long twelvemonth, as we were constrained to do, was a little harder exaction. . . . No Egyptian taskmaster ever devised a slavery like to that, our slavery.

"From this we may see," said Don Marquis, "that the column feature is no such new thing, after all. The notes at the back of the book say that Charles Lamb published this essay in 1831; so the newspaper practice he was writing about was that of the end of the eighteenth century. But the idea goes much further back than that. The column element has always been found in the newspaper. Go back to the days of Addison and Steele. The Spectator and the Tatler and their kindred were made up entirely of just such stuff as is the basis of the modern signed column feature. Such papers were published before the first newspaper letter made its appearance. The idea



DON MARQUIS.

that animates the 'colyum' of to-day, was their reason for being. The printing of the news of the day came later; that was an afterthought.

"Old Thomas Dekker, in Shakespeare's time, did the very thing. Though he did not publish a daily paper, he wrote that kind of stuff, and his funny old book, 'The Gull's Hornbook,' with its directions and admonitions to the country jays of that time who were going on a visit to London, is filled with things that would delight the heart of the 'colyumist' of to-day. He even prints a sort of glossary of the slang terms of the time.

"You might say that the newspaper grew up around the column, instead of that the column grew up within the newspaper. That is the truth of it.

"And the fact is, to-day," he went on, his eyes a-twinkle at the audacious humor of the thought, "the newspaper is nothing at all; the column is the essential feature, and always has been. From the very first people have taken the papers to read the special column.

"The column idea is the triumph of personality. It started when some fellow got mad and had something to say. Then he got out a blast. We hear a good deal about the decline and loss of personality in American journalism—that our papers are no longer edited by men of such personality as the famous editors of half a century ago. But there is just as much personality in daily journalism to-day as there ever was. There is more, in fact. The column feature is the personal element in our papers today. It is the triumph of personality. People still insist on getting the personal touch in what they choose to read. The column was one of the first uses of the printing press—the press



FRANKLIN P. ADAMS.

was really invented for the sake of the column.

"Well—but don't make me say all that," he interposed with an appealing smile commingled of geniality and timidity; "it might sound altogether too conceited."

Then, with delightful whimsicality, he added:

"Solomon was the first Paragapher of whom we have any authentic record—and, indeed, he was one of the best of us—and he got more fun out of it than any one else ever has since his day. For Solomon was King in Jerusalem.

"When Solomon produced a quip of which he was especially proud he would have it graved on a tablet of brass, five cubits square, and it would be set over against the base of one of the two pillars that were before the temple. If it was a serious paragraph it would be set over against the right-hand pillar, Jachin, and if it was a humorous paragraph it would be set over against the left-hand pillar, which was called Boaz. And if the people saw something on Boaz they knew it was to be laughed at, and they laughed. In the course of time it became the custom about Jerusalem when a man had said something especially witty to remark: 'That is one on Boaz!'

"Wasn't it King Solomon who said that there is no new thing under the sun?"

But we agreed together before our talk was finished that the modern signed column as it is now featured by scores of American newspapers was probably started, in approximately its present form, by Eugene Field, who moved from Denver to Chicago in 1883, and thereafter for twelve years "sawed wood," as he called it, to produce for the Chicago Daily News and its morn-

ing edition, the Chicago Record, a daily column of wit and humor, prose and verse, under the heading, "Sharps and Flats." It was Field who really established the model and set the pace for this particular department of American journalism.

Four or five years after Field's death (in 1895), Bert Leston Taylor, then at work on the Chicago Journal, but now with the Chicago Tribune, invented the "colyum" as it is now known—a melange of original paragraphs, jokes, skits, and verses, interspersed with contributions from all and sundry who are



"UNCLE JUD" LEWIS.

fortunate enough to break into its confines. He took over the pronunciation "colyum" from the composing room.

Franklin P. Adams is the pioneer "colyumist" in New York city. As a youth in Chicago he contributed to Taylor's column in the Journal, and for a short time served as his successor on that paper when "B. L. T." went to the Chicago Tribune. Adams came to New York a dozen years or so ago and started his column in the Evening Mail. After nine years of growing success at it, the New York Tribune appropriated him, and he is now the w. k. skipper of "The Conning Tower," which the Tribune distinguishes by setting it in double column measure.

"Of course, there were paragaphers without number before Eugene Field gave the thing a new twist," said Don Marquis. "I believe Edgar Allan Poe worked as a paragapher for a short time on some paper—I've forgotten the name of the paper. And there were Eurdette of the Burlington Hawkeye, and Nye of the Laramie Boomerang, and Ed. Howe of the Atchison Globe, 'Petroleum V. Nasby' Locke, and the Danbury News Man, and old 'M. Quad'—what's become of 'M. Quad,' I wonder?"

(Continued on page 38)

# THE CONVENTION IN RETROSPECT

By BERT MOSES

Vice-President Omega Chemical Company.

EVERY event at the Philadelphia Convention was a highlight, which is the same as saying there were no highlights outside of the President's address, which was really a national rather than an advertising event. There was a clocklike precision to the onward march of the proceedings. Each number meant much to somebody, even though that somebody might be no other than the speaker himself. The effort was to render a helpful service to men who buy, sell, or deal in advertising. The sincerity of no man was in question, and yet the world is full of earnest people who start, but fail to arrive. I would classify things this way:

The dominating thing was the American flag, and the rattle of drums filled the soul with a thrill that oratory never can and never did.

Next to the Stars and Stripes, the women commanded most attention and caused almost as much inspiration.

The biggest feature was the pageant—it was the mighty outcome of a mighty effort.

The classical event was Secretary Lane's speech.

The most brilliant epigram was that of Cyrus H. K. Curtis—"Advertising pays because it does." The most reassuring pronouncement was that of President Houston when he said: "Advertising has always been 90 per cent. honest and believable." The most encouraging sign was the slight recession from Truth talk and an equal advance in Service talk. The most preposterous proposal was to establish State Boards of Advertising to issue advertising licenses, thus putting us on the same level as doctors, lawyers, dentists, dogs, and saloon-keepers. The most prominent change of policy was the withdrawal of laymen from the pulpit, thus restoring ordained ministers to places which they only are qualified to fill.

The most progressive feature was the spectacular entry of churches into the advertising field. Advertising will modernize the church and ignorance of days covered with dust. Advertising will make the church more useful and lift it up with ideas that prevail now. We know more to-day than they knew in Asia in times when the church had its Genesis. My hat is off to the ministers. They are headed the right way; they are catching up with the people, and the good they can do with advertising properly employed is incalculable.

The idea that sunk deepest was the idea that daily advertising is the overwhelming power of all advertising, and that newspaper advertising so far outranks all the other kinds that you must search long for the proper words to express that supremacy.

The one problem that became more problematical under discussion was that of "coöperation." And the reason why is this: "Coöperation," like charity is a state of mind, and the size of the coöperation you give, just as the size of your charity, is determined by what you have left after making the gift.

The most sincere effort was that made to evolve a plan to discourage commercial failures. The effort was begun by suggesting changes of business methods, which, of course, was a start at the wrong end. If you want to change a man's methods, you must begin with the man, and let the methods follow naturally, but you can always overlook an error if the intention is worthy.

The most natural result was that half the delegates came to improve their knowledge and the other half came to improve their opportunities. Men are divided into two general classes—those who take life seriously and those who take life as something to be enjoyed. I am inclined to think the latter are right. This much I do know—you had better enjoy life while you have it. You can never get away from this world and take it along.

The incident of the Daily Telegraph was only an incident, and not to be dignified by calling it an event. It furnished a few skyrockets, and when the lights went out the end came. The wonder of the whole thing was this: That the Telegraph should have found it so easy to separate so many clever men from a five-spot. Really, I never suspected that Philadelphia could go to New York and take home so much easy money.

I respectfully submit to the advertising world that its mission is not to create new problems and undertake new work, but rather to solve old problems and finish up what has been started. This suggestion is inspired by the proposal made at the Philadelphia convention to establish State Boards of Advertising, hold regular examinations, and issue certificates of registration like those issued to doctors, lawyers, and dentists. This proposition, bearing the label of a practical joke, was made in all seriousness by a sober man. As doctors, lawyers, and dentists are forbidden by ethics to advertise, I suppose, if this new idea comes to pass, it will be only a question of time until it would become unethical for adver-



BERT MOSES.

tisers to advertise, thus putting all merchants in the same detention camp with the patent-medicine rascals.

How much longer must the truth be repeated that advertisers are not made in colleges, but in shirt sleeves and overalls? How long will the truth be glossed over that you get your only real knowledge by doing the thing, and not by memorizing something written in a book? Great doctors and great lawyers are not great doctors and great lawyers because they got a sheepskin in a college, but because they were great enough to forget it when they came out.

To require a poor boy to go to college and get a permit written on a piece of paper before he can go into business and advertise is so silly that I apologize to the reader for dignifying the proposition by serious comment. There is need for an isolated location, surrounded by a high wall, wherein can be hereafter confined every man who comes along and takes up the room and time of people who work. It is the mission of the ad man to make advertising easy and simple. When you make advertising difficult and complex, you lower its vitality, and run its blood pressure up to a point where collapse is imminent.

If you care to know the name of the ablest man among the officers in the Ad Club movement, and are willing to take my word for it, I will say that name is Lafe Young, jr. He has the kindly disposition, the judicial mind, the poise, reserve, and fairness that are inseparable from pronounced ability. Mr. Young is a truthful man, but he does not say so. Also he is honest, but he does not wear a label proclaiming that fact. He is sincere, and his sincerity is of that quality that none questions. He is the only publisher who ever refused to print the Omega Oil advertisements, and his refusal was so kind and neighborly that it made me

happier than if it had been an acceptance. The refusal cost nothing, while an acceptance would have been an expense that might not have come back in increased sales.

Mr. Young's election to the presidency of the Ad Clubs in 1917 seems to be as near a certainty as anything can be certain twelve months away. The magazine people have had control for a number of years, and it is time the newspapers had a little more to say and a trifle more influence. The candidacy of Lafe Young, jr., would mean no other candidate. The feeling seems to be unanimous that he will get his name at the top of the official stationery without opposition in 1917.

I have already ventured out into the future a full year, and might as well make it three. Two terms for Mr. Young will carry us over to 1919, when I suggest that an advertiser be selected as president. It has been so long since an advertiser headed the advertising movement that I have forgotten when it was.

Nothing that transpired at the convention calls for commendation quite so much as the progress made in the direction of church advertising. The object of the church is to save souls, and to do this it is necessary that people go to church and hear sermons. The best way, and perhaps the only way, to secure a large attendance is to advertise for it. Dr. Reiser, of New York, most happily declared that Christ and His Disciples were the ablest and sincerest of advertisers. Thus do we see that it is now considered honorable for everybody to buy and use advertising except doctors and lawyers. I am inclined to think that the day is near when even this last restriction will collapse. If a doctor is competent to cure sickness and save life—if he can cut out malignant growths, ease pain, and soothe the aching brow—his highest duty to a community is to buy space in a newspaper and say so. Any man who claims to be a doctor, but whose ability is so small that it will not bear advertising, should be put to work on the pike or the woodpile. And coincidentally the lawyer who is capable of rendering a useful legal service to his townspeople would stand higher in the estimation of his fellows if he published by printed word the information about that service that he gives by spoken word as things stand now.

There is but one thing the public demands of us all, and that is useful service. This is the only test of respectability. The man who does not serve is in the way, and the only man who does not serve is the man who has nothing he can honestly advertise.

It is axiomatic, I believe, that the more you do for a child, the less will the child do for himself. Parents who blunder too far in this direction run the risk of producing Harry Thaws. The wild birds are ideal parents. They play no favorites and give their offspring nothing more than a common school education. The fledgling is then thrown upon his own resources, and none but the fit survives. This is a cruel law, but it is just. Nature cares nothing for the individual.

(Concluded on page 37)

# NEWSPAPER VALUES—HOW TO INCREASE THEM

By CHARLES M. PALMER  
America's Foremost Newspaper Expert.

An address delivered on Wednesday before the New York State Press Editorial Association in session at Ithaca.

**T**HERE is an Arabian proverb which always heartens me when I am asked to speak on an occasion like this. It says that "One profits more by the sight of an idiot than by the voice of the learned." So that if I do not meet your expectations to-day by the wisdom of my remarks you may still learn something to avoid by the positiveness of my assertions and the certainty with which I voice my conclusions, right or wrong as they may prove to be. They are at any rate the result of many years' experience and observation and you must take them for what they prove to be worth to you.

You asked me to say something about the value of newspaper properties and how to increase their value. As to the present value of any given newspaper the skilled appraiser has no more difficult problem submitted to him. And but few men have had the varied experience with different properties to qualify them to act as a valuer in such a case. When called upon to do so one will find, however great his experience, that the property before him differs in some respects, more or less important, from any other that he has ever examined. These differences of location, possible field, existing competition and past history must be carefully considered as affecting the good will value of the property. And the item of good will is usually found by far the chief asset of the institution. Equipment can be valued pretty closely by taking the price at which similar machines and tools in used condition can be had in the market and adding the cost of installation to those figures so that this minor part of the property's value presents little difficulty.

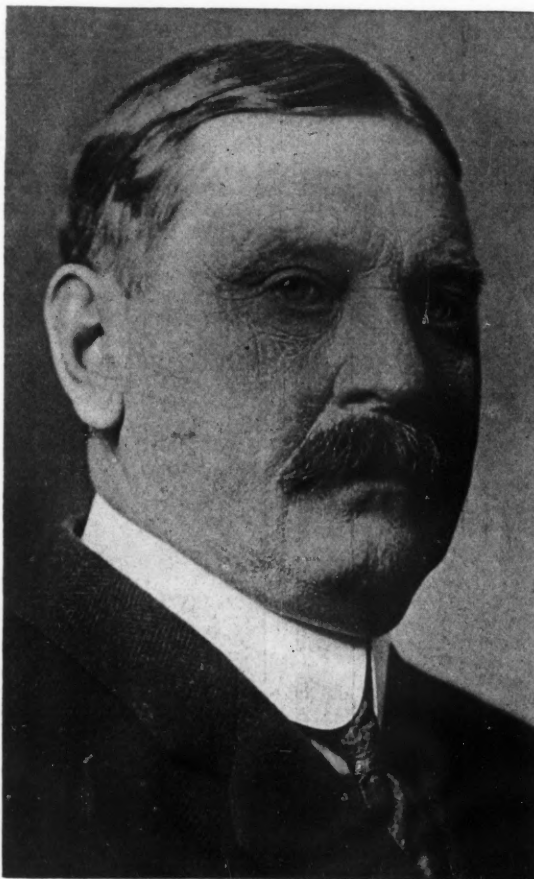
The tendency to base the total value of a newspaper upon its net earnings is naturally strong, but newspapers which have shown losses and not profits, some which have never shown a profit have been sold for large sums, so it is evident that this factor alone cannot be used in fixing the total value. A large sum may have been spent in establishing a paper as yet unprofitable in getting circulation and an advertising clientele. It may have all been wisely spent and it may well represent a value greater than the total cost. No line of steady, non-fluctuating business has gained more rapidly in annual turnover than ours; so that while there is a present loss, a future profit can be certainly predicted in many cases. No business is more marked by hopeful optimism. Most newspapers that change hands are purchased by men who confidently expect to vastly improve conditions as they exist at the time of the sale. And in most cases, certainly in those of papers that have the right field and character, this expectation has been realized. Frequently a paper gets into a rut, its conductors grow old and lose that keen interest and enthusiasm which are so necessary for growth, and profits decline instead of increasing. In such a case a change of management is desirable, and without it the property usually goes on the rocks.

I shall briefly mention some of the things which, in my experience and from my observation, have helped to build up good solid newspaper properties, such, I am sure, as are those you own and conduct. I have said those that you own, but I venture to say that the more successful they are the less you own them. You do the work, it is true, collect the money, pay the bills and pocket the profits. But in the larger sense your readers make them and they own them, allowing you to run them for the public benefit. The really successful newspaper is becoming or has become a public institution. The more nearly it has approached this point the more successful and valuable it is.

The Chinese have a proverb which says, "With patience the mulberry leaf becomes a silk gown." Another proverb of the same wise people counsels perseverance in these words: "The tallest temple rises by but one brick at a time."

It sounds hackneyed to say it—like a Y. M. C. A. lecture perhaps—but it is nevertheless true, that a valuable newspaper property is the product principally of these qualities exercised by its builders. No business has so much of good will value and good will is always slowly acquired. No business so much depends upon the friendship of the entire community as does yours. Every individual in the community is a possible customer for what you have to sell—circulation and advertising space. The publisher who sells anything else will not build up a valuable property.

In looking over the list of your members I see that in several of the towns you represent you have too many newspapers. This is true of all sections of the country also and here as well as elsewhere the number must be decreased as time goes on. As the strong thrive the weak must wither. Up in the Adirondacks where I live the State is planting large areas formerly burned and barren with young pine and spruce trees that will in time become large and a source of



CHARLES M. PALMER.

revenue to the commonwealth. In the plantings of ten or a dozen years ago, the weaklings have already been crowded out. There are not half as many as were originally planted and as time goes on the number will be still farther reduced, but the survivors will be strong plants and worth the space they occupy. The same process of the elimination of the weaklings is going on in our business. We cannot stop it and should not try to do so but should help it along. It takes quite a large town to afford business enough to make two newspapers profitable. Look the State over and see how few towns of medium size have more than one newspaper that is making real money and thus demonstrating its right to a permanent existence. Absorption and consolidation are the notable features of the business the country over. I have sometimes said that no town of less than 25,000 or 30,000 population can adequately support more than one paper. Of course, one cannot seriously make any such general statement and have it true. Circumstances such as distance from large city competition, richness of surrounding territory, etc., must be considered. But I have noticed that towns which have but one daily generally have a mighty good one—one which observers are apt to remark as being too good for the town. And that is the kind of a paper you all want, a paper too big for its field and overlapping all its edges rather than a struggling affair that scantily covers only a portion of the field or does that poorly. A good thick blanket is better than two thin sheets.

In the newspaper business the lead is everything. Like the position of the American boat in the first international yacht race, "The America first and the rest nowhere," well describes the position of the competing craft in a newspaper race. The Book says "To him that hath shall be given." The psychology of the increasing success of a success is more

notable in our business than in any other that I know of. This is so because the newspaper is the manifestation of average human nature and a creature of good will almost solely, and human beings are so made that they cannot have two favorites of equal value at the same time. One must occupy first place in the mind to the exclusion of all others from anything approaching the leading position. In a moderate-sized town there may be two stores or two hotels of practically even merit each with its customers and partisans who think that one or the other is the best. But in which one of your towns does the same condition prevail among the rival newspapers? If there are two or three, the second and third will each have its readers and advertisers who for various reasons read and advertise in it. These reasons may be political, social, or personal. But let a general inquiry be made by a disinterested stranger and he will find that three-fourths of the people whom he interviews will name one paper as the leader in the field whether they read it or not. And in the end most of them will read it. This reputation of being the first in the field is what every publisher should strive for. It is that which gives his property its greatest value. I am glad to learn from outside sources that the papers represented in this association almost without exception occupy the fortunate position in the towns in which they are published. I cannot counsel you too strongly to hold on to this position at whatever cost. Once lost it is hard to regain; once gained it is hard to lose. And you may take it as an axiom that the lead if lost is lost from the inside of the fortification and not as the result of outside attack alone. One of the quickest and surest ways to lose the strong position is to thoroughly convince yourself that you hold it so strongly that you do not need to fight any longer, that the business is yours and that the public must come to you whether or no. This soon degenerates on the part of yourself and your employees into the "take it or leave it" attitude. When this characterizes an organization, the public soon learns to "leave it," and the first thing you know the other fellow has the business.

Circulation is so much the important thing that it would be belittling your judgment to enlarge upon a truth so obvious. But it is not out of place to say that circulation is acquired only by merit. You must deliver the goods if you expect to get the trade. And you must deliver the goods every day and all the time. A brilliant newsy paper once or twice a week and a dull, insufficient one the other days will not get you anywhere. A poor newspaper and a rich premium list never yet built up a solid circulation or permanently injured the circulation of the real newspaper from which it got its temporary gains.

Given circulation and character advertising is easy. Easy to get that is but not so easy to hold if you do not yourself believe in its value. If you honestly believe in its value you will respect your rate card and abide by it at all times, and under all circumstances. When you cut a rate, you inflict a wound on your own throat. If you slash often enough you will reach the jugular and bleed to death. The policy of one price to all customers, and that marked in plain fig-

(Continued on page 36)

# PRESIDENT OF U. S. ADDRESSES AD CONVENTION

Mr. Wilson Makes Special Trip to Philadelphia to Tell 10,000 People in Old Independence Square that He is as Ready as They Are to Fight for Ideals—A. A. C. of W. Convention a Booming Success from Start to Finish—More Than 5,415 Delegates Register Attendance—Many Valuable Discussions.

PHILADELPHIA, June 29.—The President of the United States paid high honor to the ad-men of the country today by coming on from Washington to address them in the shade of Independence Hall, after which, with barely more than an hour in town, he went back to the capital.

Ringed with sincerity, boyishly pleased over the ovation accorded him, his remarks throbbed with the note that has been heard time and again by different speakers at the Convention, a note of idealism, of doing great things, not merely talking about them, of the duty of putting other considerations above material prosperity, of proving out in daily practice all the high-sounding phrases which are easy to utter and not at all so easy to apply.

The old square has not seen such a crowd in years. All the ad-men and their wives were there in a special enclosure roped off for them. A detachment of marines came up from League Island as honorary escort, and while the crowd waited for the President to arrive a band played martial and patriotic music. The Mayor, President Houston, of the A. A. C. W., and President Durbin, of the Poor Richards, accompanied the President, who spoke from the usual place, a stand erected on the south side of the hall facing the square.

"You have a splendid conception of the standards of life in the ideals of your profession," he said. "Truth is your watchword. Would that your position might also be the standard of politics. But America is at a point where citizens must not only understand ideals, but be ready to put them into action." He referred to the colonists who made the nation in the old hall behind him, and continued: "The Declaration was a fine document, but it was a finer thing to do what those men did, prove it up in acts of their lives. In each generation, America is bound to renew the pledge of freedom, to set again an example to the world. I am not interested in fighting for myself—believe me, it is true; but I am concerned in fighting for the things I believe in, and so far as they are involved, I am a challenger to all comers. And since I am in a fighting mood, let me tell you what I do believe in. It is the duty of every American to think not of himself, or his interests, but of the United States. He must be willing to give. It may mean sacrifice, but of a certainty, if he is a true American, he must serve. 'America first' means nothing until you translate it into what you will do for America. You must exalt the national consciousness by purifying motives, by lofty and self-sacrificing emotions. From the first Americans stood ready to uphold liberty, humanity, and justice. That is what you now must again be ready to give, even as the founders of the nation gave; justice to your fellow-men as individuals, and as a nation, justice to other nations. It comes high. It is not an easy thing. Far easier to think of material interests.

"If I understand at all the life of the

average American, the central principle is this: Nobody, however influential, shall be trusted to determine the policy of our country. There are some small groups who think the only safe course is to take their advice. (No politics in this, I am not referring to any individuals.) They think it is not safe for



HERBERT S. HOUSTON,  
President, A. A. C. of W.

the United States to escape from their control. I feel perfectly safe in the hands of the average fellow-citizen. I believe in the patriotic initiative and energy of the average man. The theory of government which I decline to subscribe to is that which comes out of closeted counsels, when a few men develop the policy of a country.

"I feel at home with you advertising men, not because I advertise, but because I have principles and am not afraid to expose them to the public. I want to express my admiration of a body of men who get together to tell the truth. *Business is all right so long as it is not sordid, so long as it is upheld by ideals.* Yours is a profession which can lower or exalt business as you choose. It is an inspiration to leave officialdom and come hand to hand with a great body of free American people. Can you imagine a finer thing than to belong to a free nation?"

"When you see a man wincing under criticism, you may believe some of it is true. I have absolute confidence in the ultimate triumph of truth. She is no invalid, as Dr. Holmes once said. And the men who believe in truth, whose lives are not only devoted to business, but also to ideals, command my profoundest respect."

PHILADELPHIA, June 29.—The twelfth annual convention of the Associated Advertising Clubs came to an end this afternoon, with the election of officers and the awarding of the several cups and trophies. Herbert S. Houston, of New York, was re-elected president, Lafayette Young, jr., vice-president, and P. S. Florea, secretary and treasurer. The selection of St. Louis as the next con-



P. S. FLOREA,  
Secretary-Treasurer, A. A. C. of W.

vention city, in 1917, was ratified by the assembly. Upon final adjournment, the delegates, to the number of three thousand went to Independence Hall Park to listen to an address delivered by President Woodrow Wilson, who made the trip to Philadelphia to show his deep interest in the work that is being car-

ried on by the organization. The President spent only an hour and fifteen minutes in the city, and then returned to Washington. This year's convention was the greatest in point of attendance and in importance ever held by the A. A. C. W. Secretary Florea reported that the total number of delegates registered was 5,415. There were 2,681 out-of-town delegates; women, 546, Philadelphia 1,744, women 344. The total registration at Chicago last year was 4,193. Philadelphia's gain over Chicago was 1,222.

Some of the characteristics of this year's convention were these: The number of addresses read far exceeded that of other years; the list of speakers contained the names of more men of national reputation than heretofore; the quality of the addresses being above the average.

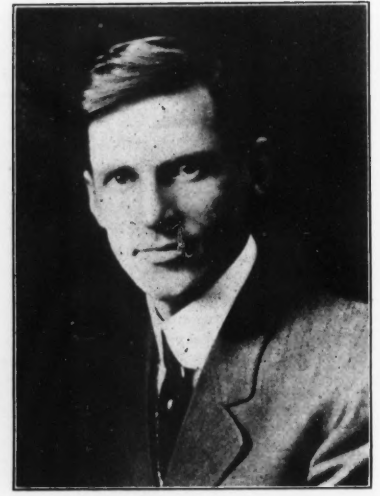
The Poor Richard Club deserves the highest praise for the admirable manner in which the convention was handled. The machinery was so perfectly aligned that there were no breakdowns. Every event took place on schedule time. The entertainment provided was bountiful in quantity and excellent in quality. Monday evening's advertising pageant was not only the finest ever seen here, but it brought out the greatest crowds ever assembled in the city, according to the local newspapers. It was a stupendous success and will be talked about in advertising circles and in the Quaker City itself for years to come.

Another big event was the Marine Naval Carnival which was witnessed by many thousands of people.

The people of Philadelphia were much impressed by the fine-looking, alert

body of men in attendance at the convention. Shopkeepers on Walnut, Chestnut, Market, and Broad Streets didn't wait to be asked what they thought of the visitors. They expressed their opinion without asking, and it was always complimentary.

I have heard only two adverse criti-



WILLIAM H. INGERSOLL,  
Chairman, National Commission.

cisms made concerning the convention. The first related to the building in which the general sessions were held, and was to the effect that the hall was too large, and its acoustics so bad that speakers even with strong voices could not be heard more than fifty feet from the platform. For the final session the Commercial Museum hall was abandoned for the Academy of Music, which was admirably adapted to convention purposes.

The second criticism was that the programme was overloaded. Departmentals, general sessions, and conferences overlapped. Too many things were going on at the same time. The departmentals and conferences were a success in every way. Some were better attended than others, but this was because some subjects appeal to a larger constituency.

Personally, I am of the opinion that it is not a good arrangement to hold general sessions for an hour or two in the morning of the days on which departmentals meet. When people are kept going until 1 A. M. by entertainments and cabarets they will not show up at the convention hall at 9 A. M. to listen to speeches. If the hour was fixed at 10 o'clock there would be a good attendance.

There were too many entertainments provided. The delegates ought to have at least one night in convention week to do as they please—to meet together socially at their hotels or elsewhere.

The work accomplished by the Philadelphia convention was prodigious. The per capita rate of \$1 paid to the association by the several clubs for its support was increased to \$1.50. Ten thousand dollars in sustaining memberships

(Continued on page 12)

# NEWSPAPER DEPARTMENTAL IS FOR CLEANLINESS

Well-Attended and Invigorating Sessions Discuss "Truth in Advertising" From Point of View of a Newspaper Publisher, of a Proprietary Medical Representative, and of the Secretary of the National Vigilance Committee—"Newspaper Co-operation," Accounting Systems, and Mail Order Frauds are Other Subjects of Debate.

The Newspaper Departmental of the Associated Advertising Clubs of the World was called to order Tuesday morning in the Laboratory of Hygiene, by Chairman Lafayette Young, Jr., of the Des Moines (Ia.) Daily Capitol.

There were about 200 newspaper men present, including John B. Woodward, Chicago Daily News; G. Edward Buxton, Providence Journal; W. F. Rogers, Boston Transcript; Paul Patterson, Baltimore Sun; Frank D. Webb, Baltimore News; Amon S. Carter, Fort Worth Star-Telegram; George P. Dutton, Boston Record; Louis Wiley, New York Times; Richard Waldo, New York Tribune, and the following special representatives: John Budd, Charles H. Eddy, Robert J. Virtue, W. H. Kentnor.

The proceedings were as follows:

**THE CHAIRMAN**—Ladies and gentlemen: The first thing on the programme this morning is devoted to the great subject of newspaper and magazine cleanliness, particularly newspaper cleanliness, "Truth in Advertising," we have attempted to have it presented from three different angles. One from a newspaper publisher who has gained distinction from his successful practices, one from a proprietary medical representative and then from the secretary of the National Vigilance Association, and we are very anxious that those of you who hear this discussion and who have views on the subject will participate in the debate. We can't make progress along these lines unless you do express your views and permit others to clearly express theirs.

We don't want you to ask foolish questions but we want you to seriously consider that this is one of the really big problems of the publishing business. No one who heard Mr. Ochs yesterday could fail to be impressed by the fact that he considers that the New York Times has been largely successful from its fine, conservative, clean newspaper practices—"All the news that's fit to print." And it is a credit to the journalism of America that the Times has succeeded without deviating at any point from the best practices of the newspaper business.

Now, the first speaker, Mr. Richard H. Waldo, has been living up to some ideals on the New York Tribune for a year and a half or two years now. Mr. Waldo is the secretary of the New York Tribune and was formerly business manager of Good Housekeeping, a man of highest ideals and purposes, plenty of vision and imagination, lots of capacity to put into effect what he believes to be proper business methods. I think that the New York Tribune is doing a service to the whole newspaper and publishing cause. They may be making some mistakes but they are leading and breaking new paths and trails for the rest of us. I know Mr. Waldo will have something to say to you and it is with great pleasure that I introduce Mr. Richard H. Waldo, of the New York Tribune.

Mr. Waldo explained that he had served the A. A. C. of W. for five years as chairman of the publicity committee. When he began in that capacity the Association had no trade-mark. Ad-

vertising men were seemingly unconcerned about the general public. No attempt had been made to sell advertising to the public. Finally, a committee of far-sighted business men had been named to formulate a plan. Fortunately, the personnel of that committee represented the highest ideals. Men of vision and honesty of purpose had been named to work with him in formulating a programme. Such men as O. J. Gude, Barron Collier, and Louis Wiley. Out of



LAFAYETTE YOUNG, JR.  
President, Newspaper Departmental.

an unselfish labor of love of this committee had come the inspiration for the truth emblem. Mr. Waldo dwelt upon "a little minority bulking disproportionately in the record. When false and fraudulent advertising are accurately measured," he declared, "their actual bulk must amaze when contrasted with their record in the public mind."

"They constitute a vociferous minority—not the ruling majority—as it is all too often believed," he continued. "It is, therefore, both the obligation and the opportunity of newspaper publishers to convince the public that truth advertising far outbids fraud, and that the great majority of business which uses newspapers is as thoroughly dependable as that which appears in these long-trusted mediums, the magazines."

"It is primarily as an obligation of every newspaper that truth in advertising must be seen. The publication of a morning or an evening paper involves a franchise as important as any ever held by a transportation or a water company."

"In the fit administration of a franchise there must always be a public service rendered, and there can be no greater public service than the upbuilding of general confidence in the printed word, whether it be in news, editorials, or advertisements."

"The power of the press springs from confidence in the press, and truth is the mother of all confidence which endures."

"Seen as an opportunity, truth is advertising is the Aladdin's lamp of newspapermen. With it there may be summoned the giant whose abilities will discover news, whose strength will build circulation, and whose unflagging energies will increase advertising as the sunlight increases the cornfield's crop. With truth in advertising, all else shall be added unto you, and without it, there is likely to be taken away from you even that which you have."

"It is because of patent medicine advertisements that fraud in advertising bulks so large in the record. Inherently inaccurate because true medication is as definite as any other form of chemistry, the advertising of cures and nostrums has nevertheless been miraculously profitable."

"It therefore has been and still is a guiding star for men who are unable to distinguish between the values of credulity and confidence. Such men, whether they be publishers, advertisers, or hired copy men, are the tramps and

beggars and gypsies of the publishing world. It is because of them that the police power of vigilance work has been created and is being enforced by fast accumulating judicial decisions."

"Confidence—at attribute of intelligence—is a plant of slow growth, but one worth the while of any man to foster in the growing. Credulity—an attribute of ignorance—is the wild rose which withers in the plucking, yet which may, with patient care, be taught to perfect its



M. F. HANSON,  
General Manager, Philadelphia Record.

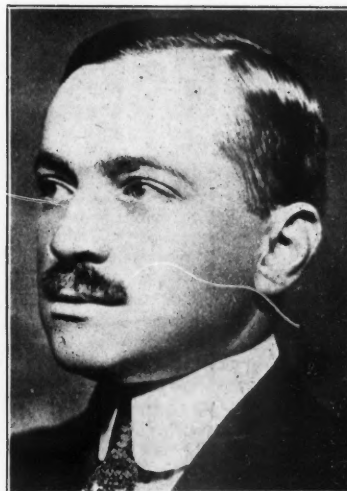
blooms for a ready market. The publisher who, understanding this truth, has the courage and the common-sense to drive patent medicine copy from his paper, whether that copy is written to sell a remedy, an investment, or a suit of clothes, will thereby turn his readers' occasional credulity into constant confidence. It is simpler and far wiser to build a profitable newspaper from the constant confidence of a small circulation than the occasional credulity of a large one."

"Business men and bankers, poor folk and rich, the courts and the street corners, are interested in advertisements to-day. As this interest grows, so there accumulates an unearned increment for every owner of an established medium of publicity. Trade papers, magazines, street-cars, and sign-boards, each is doing what it may to swell the increment for the common good. Some papers are participating, but many more have not yet seen the light. Until they do, the little minority of fraudulent advertising will continue to bulk disproportionately in the record, and truth in advertising will continue to be a debatable phrase instead of that dominant force in the world's work which is the dream of you men gathered here to-day."

Mr. Waldo told many anecdotes and stories. He spoke without notes. His remarks were well received. On conclusion of his address he was given an ovation.

**THE CHAIRMAN**—You have heard a fine stimulating, courageous address. The programme this morning was arranged for the purpose of trying to get newspaper men to think and think deeply on the subject of newspaper cleanliness. We have arranged to give you the view of the leader or the radical—I prefer to consider him the leader—in that movement, and we want to give you the viewpoint of those who are most frequently assaulted, the Patent Medicine Man. We arranged to have Mr. H. B. Thompson, the chief attorney of the Proprietary Medicine Association, and Mr. Thompson accepted the appointment. A day or two ago he notified me that it was impossible for him to be present, but he has sent an-

other officer of the Proprietary Medicine Association, Mr. S. J. Kemp, who will read, as I understand it, Mr. Thompson's paper on the subject originally assigned, "A Defence of Proprietary Medicine Interests with Respect to Advertising." Please understand that when Mr. Kemp has spoken and when Mr. Ken-



J. C. MARTIN,  
Business Manager, Philadelphia Ledger.

ner has spoken, that this is an open forum for debate and those of you who have views are asked to express them frankly, freely, courageously, as Mr. Waldo has done.

Incidentally, purely as an interpolation, I believe that courage in newspapers, courage in business life, courage in statecraft is the most needed thing in the public life of America to-day.

(Applause.)

We will now hear from Mr. Kemp. Mr. Kemp reading Mr. Thompson's paper addressed the departmental in part, as follows:

I believe—and my belief is not born overnight—in advertising, and in truth in advertising. The great industry which I represent has demonstrated its belief in advertising year after year, in good season and in bad; it has recognized the necessity and the desirability of truth in advertising—and this is proven by the fact that its advertising has not been intermittent, but has been steady and permanent.

I surely am not the spokesman for, or the defender of, any medical advertisement, or any other advertisement, which is blatantly or palpably untrue. Advertisements of this character, and such statements as 'if it's medical it's a fraud' are both mischievous inventions. Palpably untrue claims of medical virtue and the assertion that 'if it's medical it's a fraud' belong in the same category. Neither such advertiser of medicine nor the denouncer of medicine tells the truth.

To characterize all medicine advertising as fraudulent is unjust, mendacious, and silly. Such a mental feat can be accomplished only by individuals suffering from warped vision and moral obliquity. It would be as just to question the comforts of religious belief because some unworthy clergyman has been unfrocked; to deny justice because judges have been impeached, or to question virtue because some women have been unchaste.

I aver that nowhere is there a subject over which the Federal Government, in the exercise of its delegated power, or the States, in their exercise of the power of the police, have taken such full and complete regulation and

(Continued on page 8)

control as they have of drugs and medicines, and this includes so-called patent medicines. The manufacturer of patent medicines, is, at the present time, so hedged about by law and regulation that he is bound to tell the truth with respect to his product. This, whether he will or no. So, by the law of the land, the consuming public is completely protected.

**THE CHAIRMAN**—Those of you who have been here from the beginning know that we have a debate on.

The next speaker is Mr. H. J. Kenner, who is a salaried employee of the Associated Advertising Clubs of the World. Mr. Kenner is the secretary of the National Vigilance Committee, Indianapolis, Indiana. He resides in Indianapolis, and devotes all his time to vigilance work. Mr. Kenner is a college graduate and started in this work as the unpaid secretary of the Minneapolis Advertising Forum. I have seen quite a little of Mr. Kenner in the last year or two, and I unhesitatingly say that he is a young man of very sound judgment, unusual capacity, and is handling your work with great intelligence, and I think with unusual justice. I have had opportunity to see the paper which Mr. Kenner is to read to you and I know that you will be pleased to hear his message, and some of you will be glad in the future to communicate with the National Vigilance Committee through Mr. Kenner and avail yourselves of the service which is ready for all members of the Associated Advertising Clubs of the World.

I am very glad to introduce to you Mr. Kenner.

Mr. Kenner's address was in part, as follows:

If you were to write to the National Vigilance Committee at present for information about a foreign advertising account, the Committee would send any information which it might have in its files, and if it had none, or if more than it had were needed, it would make an exhaustive investigation. If the inquiry were about a food or medical product, it would use the following methods: It would buy the product in the open market and have it analyzed by the State chemist of Indiana. The analysis and the merits claimed for the product in advertising would be submitted to five or six of the leading State food and drug officials in the country, and their opinions of the truthfulness of these claims invited. The information thus obtained would be forwarded to you without recommendations. You would be left to act upon the information as your business judgment and advertising conscience dictate. Of course, the Committee would be deeply interested in knowing the action which you might take.

#### AVENUES FOR COMMITTEE'S ACTIVITIES

A Minnesota publisher wrote to the National Vigilance Committee for information about the advertising of a certain medical product. The Committee, after investigation, replied that it could find no reason why the publisher should not carry this copy.

A California publisher recently asked for information about several medical accounts. Acting upon the information which we furnished him, he dropped two of them and continued the rest.

An Iowa publisher has made it a point to call upon the National Vigilance Committee constantly for information about foreign copy which is of doubtful truthfulness.

The leading publisher in one of the largest cities of the United States recently discontinued half a dozen medical accounts and has asked the Committee for information about the advertising of 115 other products—medical and toilet proprietaries. When the service of the Committee was first explained to this publisher, he exclaimed, "That is exactly what I have been looking for. I was just on the point of establishing my own 'Bureau of Investigations' for such work."

The National Vigilance Committee will campaign actively in the coming year to help clean newspapers get business. And clean newspapers does not mean merely those which conduct reform campaigns to purify politics and social conditions and maintain a high moral tone in their editorials. Clean newspapers are those which also keep their columns consistently free from objectionable advertising.

**THE CHAIRMAN**—Those of you who have heard all of the addresses please bear in mind what Mr. Kenner has just said, and that is, that the Associated Advertising Clubs of the World in their vigilance work do not condemn any advertisers as a class, and when we invited to-day a member of the Proprietary Medical Association to speak in defence of proprietary medical advertising it was not intended that they are the only offenders against honest advertising.

Now, those of you who wish to discuss any of the points that have been made

country fabrics absolutely all wool goods, good value at \$20. I took the matter up with the Federal Trade Commission. First I had the material boiled out in our factory in Philadelphia and found the fabrics to be from fifty to eighty-five per cent. cotton.

Now, to show you what assistance you can get from the Federal authorities their representative was in my office and spent an hour in an investigation. He went to the town where these goods were put on sale and they are being sold in all portions of the State, and they are going

er." Very good, that's a reasonable claim! They forget when they say that of the London Times, Paris Temps, and a dozen papers of that kind; but none of us criticize them for that. Yet, if I should come out and say that Resinol was the greatest skin remedy, my copy would be thrown out like a shot. That's point No. 1—clean up your own advertising before you tamper with us poor fellows. No. 2—this is only a reinforcement of what has been said before; judging men by the same standard as your other advertising. Just because it is a medical advertisement, it doesn't



GEORGE F. GOLDSMITH.



MERLE SIDENER.



CHARLES C. GREENE.

this morning are welcome to do so. I give you only this injunction, please see that the debate is to the point of education and information and mutual helpfulness.

**MR. OSBORNE**—May I say something not by way of debate, but by way of addition to what Mr. Kenner said. As president of the Buffalo Ad Club we fought around for months and months on this question of a local Vigilance Committee that would do the work. We couldn't get it done through voluntary service. At last, we, in sort of despair, called in Indianapolis, and Mr. Kenner came on, not once, but twice and three times, and with his own salesmanship he helped us put over, into active being, the Buffalo Better Business Bureau.

Mr. Kenner left after rendering some very efficient service, and I want that fact brought out in testimonial to his work.

**MR. KIRSHBAUM**—As president of the National Association of Clothing Manufacturers, I am not a newspaper man, but in view of the fact that several of the speakers have referred to the clothing industry, I want to clear up the situation.

You may have noticed that there have been quite a few associations formed in the various State throughout the country in retail clothing. The National Association of Clothing Manufacturers has formed its committee and met the retailers in view of cleaning up the situation on fraudulent advertising, not only such advertising as you referred to this morning, but fake sales, fake close-out sales, fake fire sales, fake removal sales which the poor fellow who is in a small town and is a permanent institution there, has got to fight for almost 365 days in the year.

Now, we have gone so far as not to depend upon the newspaper man to ferret out these frauds. Only recently I had brought to my attention a fraud of a large Chicago concern which was advertising broadcast throughout the

to prosecute this firm. That's a sample of the work that is being done. Now, in that connection also the Philadelphia Chamber of Commerce, of which I recently happened to be vice-chairman, and which has a membership of 5,300, have appointed an Unfair Commercial Practices Committee, and we are taking up these things as they come along. First with the merchant; if we can't get him to change his methods, then we prosecute him. There are enough laws in the statute books of the United States to prosecute any man that indulges in those practices. (Applause.)

**MR. PERKINS**—I want to give, as a fairly good-sized buyer of newspaper space, three very brief thoughts to the newspaper man. First, gentlemen, before you start out to edit the advertising which is given to you, edit your own advertising, put your house in order. I do not believe there is a week passes that I do not get an audit from the A. B. C. which doesn't show that some paper has been exaggerating its claims at least twenty-five per cent. I don't believe that a day passes that I do not get some. I do not believe that a day passes that I do not get some circular from papers, which by indirection at least, leads us to believe that it is carrying more advertising than its competitor, where, if you were to carefully analyze the thing you would find that it was for one day or on one particular unimportant class of business. One paper came out with a great cry: "Carrying more advertising than any other paper in the city." Now, as a matter of fact, musical instrument advertising in that whole city didn't amount to a row of pins, yet they were giving a great impression of supremacy. Take even so important a paper as the Chicago Tribune, of which I have the most inestimable regard, probably as honorable and straightforward a paper as there is in the country and which edits its advertising copy very closely. It claims to be "The World's Greatest Newspap-

necessarily have to be thrown out. You wouldn't throw out all your department advertising because one of your stores runs fake bargain sales. Give the patent medicine man just the same chance that you do the others. Judge all advertising by its own merits.

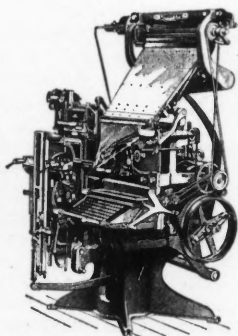
Three—Before you do decide to throw out a certain line of proprietary medicines, I would suggest that you change such and such wording, sometimes putting in the word "Help" instead of "Heal," or whatever the case may be. I honestly and frankly tell you, gentlemen, that I believe that nine out of ten of those advertisers would be only too glad to accept your suggestions if at the same time you show them that other advertisers in their class were being treated the same way.

There are two or three papers, I can name perhaps six papers in the country which will not accept Resinol advertising. I am glad enough to stay out of them. There are other large papers, the Chicago Tribune, New York Times, which are taking copy, some by omission of one or two advertisements which they think conflict with their claims, others by changing, as I have said, the word "Heal" to "Help" or what not. I am delighted to make those changes, because, as I say, they have shown me that they are making other advertisers make those same changes and are convincing me that they are perfectly consistent in their requirements. I believe that those milder advertisements which get by, which they do accept, are exactly as good as the stronger advertisements which go in the other papers, and which I personally think are true, else I would not publish them. These others, I say, are just as good because they are not competing with advertisers who are less scrupulous than we are, and who will make sweeping claims of curing all sorts of things, and which I am forced to compete with in the average newspaper.

(Continued on page 12)



# A LINOTYPE FOR EVERY OFFICE

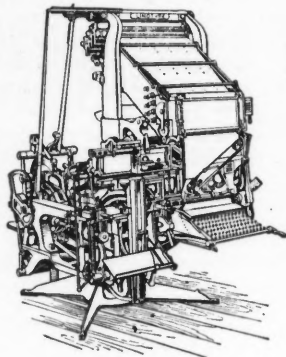


## MODEL 15 SINGLE-MAGAZINE LINOTYPE

A TWO-LETTER machine that composes faces from 5- to 14-point on slugs from 5 ems to 30 ems. To change from one measure to another requires less than one minute. The Model 15 is specially designed for the small newspaper office. Composes body matter, display heads, running heads and display advertising without loss of time. It is a one-man machine that does the work of three fast compositors.

Price..... **\$1750**

## At a Price and Upon Terms Within



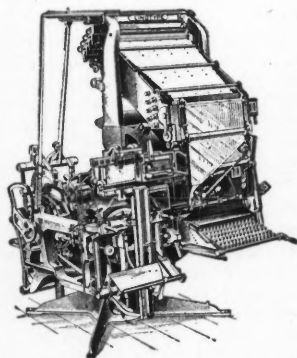
## MODEL 19 TWO-MAGAZINE LINOTYPE

(With Auxiliary)

CARRIES auxiliary magazine of 28 channels containing large display matrices and advertising figures. Places at the instant command of the operator 416 characters. Matrices from the auxiliary magazine and either of the main magazines may be mixed in the same line. One distributor for all magazines. Equipped with water-cooled mold disk, Universal Ejector, Universal Knife Block and Automatic Sorts Stacker.

Price..... **\$2700**

## Reach of Every Printer—Get the Facts



## MODEL 9 FOUR-MAGAZINE LINOTYPE

COMPOSES faces from 5-point to 42-point on bodies from 5-point to 36-point in measures from 4 ems to 30 ems. 720 characters are at the command of the operator from the standard Linotype keyboard of 90 keys. Mixes faces from all magazines in the same line, if desired. Any magazine may be instantly brought into operation. Equipped with Universal Ejector, Universal Knife Block and water-cooled four-mold disk.

Price..... **\$4150**

# MERGENTHALER LINOTYPE COMPANY

## TRIBUNE BUILDING, NEW YORK

CHICAGO  
1100 S. Wabash Avenue

SAN FRANCISCO  
646 Sacramento Street

NEW ORLEANS  
549 Baronne Street

TORONTO: CANADIAN LINOTYPE, LIMITED

## PRESIDENT HOUSTON, IN ANNUAL ADDRESS REVIEWS YEAR'S WORK DONE BY A.A.C. OF W.

### Magnitude of the Organization and Far Reaching Effects of Its Operations Made Clear at Philadelphia Convention to Army of Delegates at University of Pennsylvania—A Clarion Call to Greater Efforts in Future.

President Herbert S. Houston, of the Associated Advertising Clubs of the World, in opening the 1916 convention of that body at Philadelphia, on June 26, said in part:

"As we begin our twelfth convention to-day in this historic university, we are in the presence of the eager, inquiring spirit of its founder, Benjamin Franklin. If he were here in the body, who can doubt that he would face us with many searching questions?"

"He would want to know the things we have undertaken to do with the printer's types he so dearly loved, in weaving them into advertisements with which to find markets and so to widen the boundaries of the world commerce and civilization.

"And why not face the questions, squarely, frankly, this morning, just as we should have to face them if we stood before the first great American philosopher and advertiser and met his quizzical eyes looking us through and through? Who are we and what do we stand for, and, above all, what are we doing that is worth doing to serve our day in the world?"

"But before meeting the test of those questions let me, as president of the Associated Advertising Clubs of the World, say to you, Mr. Provost Smith, and through you to the trustees of the University of Pennsylvania, that your Association with the Poor Richard Club in inviting us to come to these halls of learning for our convention was a great honor bestowed on American business. And it seems fitting that here and now I should announce that we shall issue, as a permanent and quickening memorial of this great convention, a book to bear the title 'Benjamin Franklin, Printer.' The author, John Clyde Oswald, editor of the American Printer and a member of our executive committee of the Associated Advertising Clubs, is a recognized authority on both Franklin and printing. And the book is to be dedicated, it is my privilege to announce, to Edgar F. Smith, educator, chemist, publicist, a creative leader of American thought, and provost of the University of Pennsylvania, and it will bear the imprint of the Associated Advertising Clubs of the World.

#### MAKING AND HOLDING MARKETS.

"But now to the questions we placed on the lips of Franklin. Who are we and what are we doing that is worth doing? We are more than 14,000 men and several hundred women who are engaged in the fundamental business of holding old markets and creating new ones. We are manufacturers and merchants and publishers, we are poster men and sign men and writers and placers of advertising; but in this organization we have one common interest, holding old markets and creating new ones.

"I called this a fundamental business. And isn't it? What factory wheel could turn, or train move, or artery of commerce be kept open in any steady and healthy way unless markets were made that had to be supplied? Now markets are in human minds. And the surest way to reach human minds is through the printed, the painted, and the posted word.

That is why advertising is the greatest force in holding and making markets and that explains our name, the Associated Advertising Clubs of the World. But, though advertising is the chief factor in market making, every other factor is our concern. We undertake to study and standardize selling and merchandising as well.

"In the past year there have been added 44 new clubs, bringing our total membership from 10,900 a year ago to 15,386 to-day.

"And besides the local clubs there are the sixteen national departmental organizations representing particular advertising and business interests. In Baltimore, the great plan was conceived of bringing these interests into the Association as departmentals on a plane of coordinate importance with the clubs; in Toronto the plan was further developed; in Chicago, a year ago, it was practically perfected; and to-day, in Philadelphia, the National Commission, with its sixteen departmentals, is an effective piece of machinery, which meshes admirably with the National Association of which it is an integral and organic part.

#### STRONG, UNITED, COURAGEOUS.

"At last, by steady and sure growth, we have achieved an organization that has both flexibility and unity, which recognizes the value of the clubs, distributed geographically, and the value of the departmentals, organized nationally on the basis of common interest. Together, the clubs and the departmentals constitute the Associated Advertising Clubs of the World, strong, united, courageous in the resolves to go forward in the spirit of service, under their emblem, the all-conquering word TRUTH.

Happily, we are finding the solution of sustaining memberships that was continually proposed by my able predecessor, William Woodhead, to be a real solution. We have raised through sustaining memberships in the last few months \$33,000 to be paid during the coming three-year period, and during this convention it is believed the amount will be raised to \$25,000 or \$30,000 a year for three years. This will insure from all sources an income of from \$60,000 to \$75,000 a year; a sum adequate for our present budget.

But with the clubs effectively organized and adequately financed, what are we doing that is worth doing? We are making a head-on drive into the very centre of a problem that is basic in the whole question of markets, the efficiency of the retailer, the last man in the chain of distribution between manufacturer and consumer.

#### CAMPAIGN OF EDUCATION.

Along with this work for retailer efficiency has gone a broad campaign, advertising to the consuming public the value and service which it receives from advertising. Here, again, we strike down to a fundamental thing; in fact to the bed-rock on which markets must rest—confidence.

And this campaign has followed our years of work by precepts, by persua-

sion, by education, and, as a final means, by prosecution, to make all advertising, what 90 per cent. of advertising has long been—honest and believable. Better business bureaus have been formed in many cities, and thus enabling the clubs to carry honest advertising laws into honest advertising practice. In passing, let me state that with the enactment of an honest advertising law in Virginia last winter, due chiefly to the vigorous work of our Virginia clubs, the thirty-fourth State was added to the honor roll of States having such laws; and in practically every case, these laws have been passed at the instance of the Advertising Clubs, supported earnestly, let me here acknowledge, by Printers' Ink.

With all this as a background, it was felt that the time had come when we could look our *Truth* emblem in the face and honestly advertise advertising. All mediums have been used. The first piece of copy was a message on advertising from the President of the United States.

In print and paint and poster the truth has been borne to the public that advertising is an essential and dependable and increasingly valuable servant of the public.

#### WORK OF ASSOCIATED ADVERTISING.

Related and interlarded with the work of our committees and with all our propaganda for system and order and efficiency in business, is our monthly publication, Associated Advertising. It is a pleasure to report that in addition to all the service which it is rendering; the entire club movement, it has also made financial gains as compared to the preceding year.

And this year a publication committee has been constituted to map our general policy and to exercise general supervision.

#### CO-OPERATION IN HIGH QUARTERS.

During the year, your officers have had a hearing before the Federal Trade Commission to ask that we be permitted to bring interstate cases of fraud, which could not be reached by State laws, directly before the Commission. This was granted, and cases for submission will be prepared as occasion warrants, by our National Vigilance Committee. We have had conferences with the Postmaster-General and the Solicitor of his department, looking to close co-operation between post-office inspectors and our vigilance committees in all parts of the country, in order to secure the quicker detection and punishment of mail-order frauds.

The Supreme Court of the United States has recently affirmed the view we have stood for in all our work, that the essence of dishonest advertising is the dishonest offer, and that it is no defence to set up that the buyer has received full value. This decision will be a bulwark of strength in all our future efforts to make our *Truth* emblem come true.

The great financial interests of the country have awakened at last to the real force and value of advertising. Right now, the Bethlehem Steel Company is placing its case on the armor-plate question before the people in paid advertising space.

Another broad development in the service rendered by advertising, to be illustrated at this convention, is shown in our first Religious Advertising Conference. Under the chairmanship of the Rev. Dr. Reisner, this Conference will consider the many ways in which advertising now helps to spread the gos-

pel message, to upbuild sound philanthropy, and to further all manner of good causes.

#### PATRIOTIC SERVICE TO COUNTRY.

As this convention assembles in this historic city where the Constitution of the United States was framed, we are closing a campaign of patriotic service to the United States.

Our national defence committee, with Lafayette Young, jr., as chairman, learned of the patriotic offer of 30,000 engineers to make a careful survey of American industry, so that it might become a basic line of defence, if need should come. This work would have cost the Government at least \$2,000,000 if it were paid for—but the engineers were not receiving and not asking a dollar in pay.

Our committee asked the President of the United States for the privilege of striking hands with the engineers, so that the Associated Clubs, through the power of advertising, might aid in securing effective co-operation for the engineers in their enormous undertaking. We were accorded this privilege, and set forth on the task.

Our committee asked publishers and poster men—in short, all our advertising interests—if they would contribute space, just as the engineers were contributing their services, in this joint enterprise to serve the country. The response has been remarkable. More than 2,000 newspapers have carried the four pieces of copy prepared under the caption, "National Defense and International Peace."

The industrial survey, which is of incalculable value both to the Government and to business, has been made. The engineers unite in saying that our campaign has been of the broadest and most direct service. As Dr. Backeland, the famous chemical engineer, said to me in New York the other day, through advertising we have "mobilized goodwill behind the work of the engineers, making it much easier of accomplishment."

#### ADVERTISING'S POWER DEMONSTRATED.

Clearly, therefore, we have served the engineers and served the Government—but have we served advertising? In the most emphatic and unhesitating way we answer "yes"—by a hundred-fold return for all we have done. Our object, of course, was to serve the country, but as always happens with unselfish service, we have greatly served ourselves.

When we appeared before the twenty-five great engineers, members of the Committee on Industrial Preparedness, to outline our plan, one of them has since told me, they were aghast at the mere idea of advertising being permitted to have any part in their scientific and professional work. But they have now seen a demonstration of the power of advertising, and henceforth they will have a new and favorable opinion about it.

And what is true of the engineers is equally true of the Government. There is not only hearty appreciation in Washington of what we have done, but direct proof of the value of advertising in appeals to the public.

To-day we begin our twelfth annual convention in the high resolve that the past shall be but an earnest of the broader work we shall do in the future to make business, which, after all, is the great organized life of the world, a finer embodiment of the eternal principles of Truth on which we stand and for which we serve.

# Syndicate Service for Morning, Evening and Sunday Newspapers

THE Ledger Syndicate is now supplying features for daily and Sunday editions to more than one hundred of the principal newspapers of the United States. It is one of the very few syndicates which gives exclusive service of this kind and its rapid growth is due solely to the demonstrated excellence of the features syndicated.

## Literary Articles

BY

Henry Reuterdaahl  
Sidney Brooks  
William H. Rocap  
William Muldoon  
Dr. Sargent  
Henry James  
Judge Ben Lindsey  
Prof. Charles Eastman  
Mrs. Maude Ballington Booth  
Dr. Anna Shaw  
Mrs. Carrie Chapman Catt  
James O'Fagan  
Charles W. Eliot  
Prof. F. W. Taussig  
Elbert H. Gary

## Magazine Service

¶ The Ledger Syndicate's Magazine Service consists of three pages per week, containing five or six special articles of timely interest, by writers prominent in the public eye.

¶ These articles are not haphazard or sensational, but substantial, topical and closely keyed to the current news of the day.

¶ Because of the late hour at which it closes, the Magazine Service has a distinct news value, and a strong appeal to the reader.

¶ This service is sent out in mat form, to fit any newspaper with the addition of the date line.

¶ It is understood, of course, that the articles which form the Magazine Service appear in the Public Ledger's Magazine Section, and are reproduced simultaneously by such other newspapers as take the service.

## Popular Features

SUCH AS

Sykes' Cartoons  
Weed's Cartoons  
Rocap's Sporting Articles  
Maxwell's Sporting Articles  
Fashion Articles from the Evening and Sunday Public Ledger  
Comic Strip from the Evening Ledger  
Sporting Stories  
Puzzle Strip  
Fashion Page  
Children's Page  
Household Features  
Etc., etc., etc.

*Wire for Reservations in Your Territory*

# LEDGER SYNDICATE

PHILADELPHIA, PA.

## TUESDAY MORNING NEWSPAPER SESSION

(Continued from page 8)

There is no one who more desires to see newspaper advertising cleaned up than what I may say is the better class of proprietary advertising.

**THE CHAIRMAN**—Ladies and gentlemen, our great leader whom we all love and admire has slipped into a front seat here, and I think this the first time that the Newspaper Department, as a department, has had the honor to entertain the president of the Association. I consider it a great honor to be able to introduce Mr. Houston. (Applause.)

**MR. HOUSTON**—Ladies and gentlemen I do want to say just this word, and I want to say it in behalf of the Associated Advertising Clubs of the World. This year we have had coöperation from the newspapers of this country which is beyond money and without price, and I want to thank you all. (Applause.) It used to be a commonplace a few years ago to say that the newspapers hadn't seen and didn't appreciate what the Associated Advertising Clubs were trying to do. It used to be a commonplace, and I objected to our committee meetings, that we didn't have the coöperation of the newspapers. I am glad to say that that is no longer true, and I want to say that I am convinced that a good deal of it, a great deal of the coöperation we are having is due to your chairman, my ally and the vice-president of this organization, Mr. Lafayette Young. (Applause.) Now, we have got your coöperation, let me just say a word in supplement to what young Kenner has just said. We want you newspaper publishers throughout the country to know that the Associated Advertising Clubs of the World want to coöperate with you. We have much to give that I am sure will be of the greatest service and value. I can't imagine any man sitting here this morning and hearing the simple, direct, straight-forward talk of this fine, open-faced, young man Kenner, standing here, who could think for a moment that we are trying to impose any unreasonable or drastic requirements on the newspapers of the country. We are trying to stand for sane, honest, constructive plans. We are trying to be reasonable, and we feel that in these Better Business Bureaus we have made a complete demonstration that they are of the greatest service and value to the newspapers. Out of the mouths of newspaper publishers all over the country we have found this testimony. Only a few months ago I happened to be in Fargo. Mr. Dodson was taking me about over that beautiful North Dakota town, and he said: "I can't undertake to tell you the service and value the Fargo Advertising Club has been to the newspapers of this town. That club's work has driven out the fire sales and the raincoat sales and the fake sales that always foregathered when the North Dakota State Fair was held each year, these itinerant men who come in and clean up a lot of money that ought to go to the honest merchants of the town." That sort of testimony is being borne all over the country, and, gentlemen, the Associated Advertising Clubs asks your coöperation. We want you; we want your coöperation, and I want to say just a word to Mr. Kirshbaum there. Mr. Kirshbaum, your great organization, of which you are such a courageous, strong leader, can have the greatest coöperation and service from the Vigilance Committee, and on behalf of the Associated Clubs we cordially extend you that coöperation.

**MR. KIRSHBAUM**: Thank you.

**MR. HOUSTON**: I want to say this one final word, Mr. Young, because you have a programme, but I did want to say this word. We were down to Washington the other day. I was talking with the Postmaster-General, and I reminded him that at our convention in Chicago last June Mr. Sutherland, one of the solicitors of the department, came there and said to us that in the last four years two hundred and nineteen millions of dollars had been taken from the pockets of the people of this country by get-rich-quick mail-order frauds that had been driven out of every honest newspaper and magazine in America, frauds that were operating upon the people under the protecting stamp of Uncle Sam when they were driven out of every honest medium. I said to the Postmaster-General: "We have a great organization which is trying to clean up business and advertising in America, and we can coöperate with you." He said, "Go over and talk to Judge Lamar." Kenner and I went over and had a talk with him, and that was the beginning of the coöperation to which Kenner has referred to-day. Our vigilance committees all over the country are coöperating with the Post-Office Inspectors to see to it that fraud orders are issued more correctly, that the barn-doors are locked before all the horses are stolen. (Laughter.)

Gentlemen, that's the kind of active, effective coöperation which the Associated Advertising Clubs are undertaking to serve business in America, and nothing could be further from the truth than that we are limiting business, that we are putting unreasonable handicaps on business. All we stand for is honest business under that motto of "Truth." (Applause.)

**MRS. GALLOP**: In view of the fact that a great many things have been said about a certain product and are still being said, and the suspicion in the minds of a great many people, I'd like to know if this may be questioned? I have the courage to ask, through ignorance, why was Coca-Cola given such a prominent place in the pageant the other night? (Laughter.)

**THE CHAIRMAN**: Is any one present able to answer that? Is any one here connected with the pageant? Personally, I have no prejudice against Coca-Cola or its manufacturers or its advertising agents.

**MRS. GALLOP**: They spend so much money in all the newspapers, you know, that we are suspicious that that is the reason that Coca-Cola ads are accepted by the newspapers. But you all know, of course, all the discussion that has been going on about Coca-Cola. There must be something about it. Why deal with something that's under suspicion when we have the "Truth" sign sticking out all over and we holler so about it, and everything else. It seems hardly consistent to an ordinary woman—that's all! (Laughter and applause.)

**THE CHAIRMAN**: Is there any one that wishes to reply? Mr. Carter wants to know if there is any one here who drinks Coca-Cola.

**MRS. GALLOP**: Yes, I do occasionally.

**THE CHAIRMAN**: Is there any one who wishes to speak further on the general subject of our discussion this morning?

**MR. FRANK CHANCE**: I want to give you a little practical idea of those publishers who are considering starting advertising clubs in their own towns. We found in Indianapolis that it paid the

newspapers well to have an advertising club in its own town, and it is in this way; By inviting the younger men, usually of the advertising firms, to join our association, we quickly inoculated them with the advertising bug and they are not satisfied until they see their own handiwork in the paper, and we get money for it. (Laughter.)

Then the wise old gray-haired solicitors act as the big brother to that young man and they egg him on, but they egg him on rightly, because when you get gray hairs you get to be a reformer, and you get conscientious (laughter), and you set the young man right. He tells his father, who holds the purse, and his old daddy loosens up the purse strings and before long, instead of being on South Illinois Street or the depot in the "kike" district, he is on Washington Street, and he pats his son on the back, but he forgets the old gray-haired solicitor that dragged the son in there and made the old man open his purse strings.

And there is one other point: Do not aspire to offices in your own advertising club, you newspaper men. (Applause.)

**THE CHAIRMAN**: Or anywhere else.

**MR. CHANCE**: Don't be on the Vigilance Committee yourself. I have the honor to have originated what is called nationally, "The Indianapolis Plan," on which a great many of the cities are now working, and that plan, the Vigilance plan, was adopted and foolishly I went on it. The plan was just merely treating people fairly. If we run across a crook, instead of swearing out a warrant on the man, we go to him, as a man, and use persuasion, common-sense, talk to him, try to teach him something about advertising that he doesn't know. We appeal to his selfishness if not to his morals—you can't get by with that on the average "kike"—you can't do it. But we also had a whip, and the whip was if the fellow got gay and told us to go to, that he was running his own business—"Get out of here. I have run my business so many years, you can't run my business." And then, if he was crooked, we had the goods on him. But we must be sure to have the goods on him. Then we crack our whip, and that was the case with the London Raincoat Company, of Indianapolis. We went there and they were advertising a closing-out sale of Clafin raincoats, thousands' of dollars worth; you would thought he had hought out the whole store.

I was on the committee as a newspaper solicitor and went in there and asked him how about it. I talked nice to him and he really thought I was his friend, when I went in there. (Laughter.) I said, "Between you and me, now, have you got any Clafin raincoats? You have, haven't you?" He says, "Sure," and he brought out his check that he got them with from the Clafin people, which showed that he had actually paid the amount and he had two raincoats, and they were in Columbus.

Well, we cracked our whip. We had to, because when our attorney went in there, he told him to go to, and that he was running his own business, and that made our attorney mad, and when an attorney gets mad, he will spend your money right and left. So we swore out a warrant on the fellow, and the fellow got mad, but we soaked him in police court and had him fined fifty dollars. He was still mad and had a little more money, so we soaked him in a higher court. Then he quit and now he is busted. (Applause.)

(Continued on page 29)

## CONCLUDING THE GENERAL SESSION

(Continued from page 6)

were pledged on the floor of the convention this morning under the direction of W. B. Cherry, of Syracuse. Over \$3,300 more had been secured by the ways and means committee privately during the earlier days of the week. These amounts, together with other sources of income will provide about \$30,000 for the coming year's work.

After changing to the University Museum, and again at the last minute to the old Academy of Music in the heart of the town, because of the improvement in acoustic facilities, the convention held its last formal meetings today, with William H. Ingersoll presiding. Everybody was pretty well tired, but the crowd stuck to its guns, and listened with the same marked intensity as has characterized the four days' sessions to the snappy, rapid-fire "inspirational messages" from seventeen leaders of as many departments.

The new church advertising group, led by the Rev. Christian F. Reisner, D.D., of New York, got a great welcome from the old-timers. "Every man needs our goods," he said, and proceeded to tell of the plans for the new baby, which include a \$10,000 budget for advertising the infant, and an associate committee of 100 clergymen. He called Roosevelt and Billy Sunday the two best publicists that this country has known, and paid his compliments to the twelve ad clubs from the West who had brought on their own chaplain.

The financial advertisers, also a new department this year, reported 112 members, while the Graphic Arts speaker said that all printers should belong to the A. A. C. W., and that membership was a badge of respectability. This led the chairman to remark that all loyal members of the organization should ask in their business dealings with all branches of advertising, Have you taken the pledge to the Associated Clubs?

The National Advertisers who spend 75 millions in ads in the course of the year, came out strong for truth in advertising, and said that their educational work, especially in the matter of export advertising, was so thorough that the Department of Commerce of the United States had referred to them more than once for information.

The newspapers, speaking wittily through Louis Wiley, of the New York Times, announced their gratification that in the deliberations the press had been recognized as the supreme method of publicity, in this or in any land. He said the convention had been more of a contribution to civilization than any political convention, and paid his tribute to reëlect President Houston, and to the papers, especially in this city, which had given so much space to advance and current publicity. He also spoke warmly in praise of those papers which had purified their advertising columns during the year.

The real psychological meaning of the whole convention, however, was summed up by the speaker for the Poster Advertisers, who said that the present convicave had changed the attitude of the various associates toward the parent body. "In the first Colonial Convention," he said, "a delegate represented New York or Virginia. After the Declaration, he no longer spoke as a unit, but as part of the United States, while now he says, The United States *is*. We now no longer think of ourselves as representing newspaper

(Concluded on page 30)

# Clear Tracks to Business Success by New York State Newspaper Route



**N**EW YORK STATE has 8,530 miles of railroads. Their steel rails are kept bright by the rub of business. Railroads and Newspapers take precedence among the civilizing forces of the world.

But to the **NEWSPAPERS** must be assigned the **FIRST PLACE**.

*They are the sovereign servants of men.*

The **NEW YORK STATE NEWSPAPERS** are the sovereign servants of approximately 10,000,000 people!

And the signals of the New York State Newspapers are always set for a clear track ahead.

**THIS TRACK GOES TO THE HOMES.**

To The New York State Newspapers, **DAY AND NIGHT ARE AS ONE.**

**THEY KEEP THE WORLD AWAKE.**

They bridge the space between the manufacturer

and the consumer, compress time, eliminate uncertainty and flash the words and deeds of men around the globe, while yet the things said and done are hot.

They take to the homes the latest news from the manufacturing plants, the news from the stores, in which all consumers are vitally interested.

Each day the **NEW YORK STATE NEWSPAPERS** here listed send out 3,687,447 copies.

**EVERY PAPER IS AN APT SALESMAN.**

The **FIRST CHOICE** of advertisers desiring New York State Business, must be the **NEW YORK STATE NEWSPAPERS.**

This preference has been settled by thousands of wide-awake merchants and manufacturers who have paid their money to determine it.

**THEY ARE STILL SPENDING.**

*They are on the clear track to business success.*

**WHERE ARE YOU?**

## In Any Advertising Campaign, These New York State Newspapers Will Demonstrate Their Unequaled Worth

### A Daily Force of Almost Four Million

	Paid Cir.	2,500 Lines	10,000 Lines		Paid Cir.	2,500 Lines	10,000 Lines
Albany Knickerbocker Press (M)...	38,514	.06	.06	New York Sun (E).....	170,464	.30	.27
Albany Knickerbocker Press (S)...	33,580	.06	.06	New York Times (M).....	334,744	.50	.45
Brooklyn Eagle (E) 3c.....	44,776	.16	.16	New York Times (S).....			
Brooklyn Eagle (S) 3c.....				New York Tribune (M&S).....	93,848	.25	.21
Brooklyn Standard Union (E).....	60,841	.15	.15	New York Telegram (E).....	207,663	.20	.18
Brooklyn Standard Union (S).....	63,666	.15	.15	New York Telegram (S).....			
Buffalo Courier-Enquirer (M&E)...	105,839	.14	.12	New York World (M).....	391,831	.40	.40
Corning Evening Leader (E).....	8,023	.0179	.0129	New York World (S).....			
Elmira Star-Gazette (E).....	20,432	.035	.03	New York World (E).....	398,727	.40	.40
Gloversville Leader-Republican (E)	5,667	.0143	.0108	Oneonta Star (M).....	6,242	.0136	.0107
Gloversville Herald (M).....	6,260	.02	.015	Poughkeepsie Star (E).....	6,318	.0215	.0115
Ithaca Journal (E).....	6,512	.035	.015	Rochester Union & Advertiser (E)	38,452	.10	.06
Newburg Daily News (E).....	8,257	.0358	.0214	Schenectady Gazette (M).....	20,680	.06	.04
Mt. Vernon Daily Argus (E).....	6,304	.0214	.015	Troy Record (M&E).....	18,401	.035	.035
New York American (M).....	276,635	.40	.38				
New York American (S).....	690,499	.60	.57		3,687,447	6.9945	6.4623
New York Globe (E).....	175,267	.28	.27				
New York Herald (M).....	92,853	.40	.40				
New York Herald (S).....					.50	.50	
N. Y. Journal of Commerce (M)...	18,654	.18	.15				
New York Evening Mail (E).....	144,381	.32	.29				
New York Evening Post (E).....	21,151	.18	.16				
New York Press (M).....	103,657	.27	.225				
New York Press (S).....							
New York Sun (M&S).....	68,309	.40	.36				

Ratings Government Statements, April, 1916.

Rate per line per thousand—one and one half tenths of a cent.

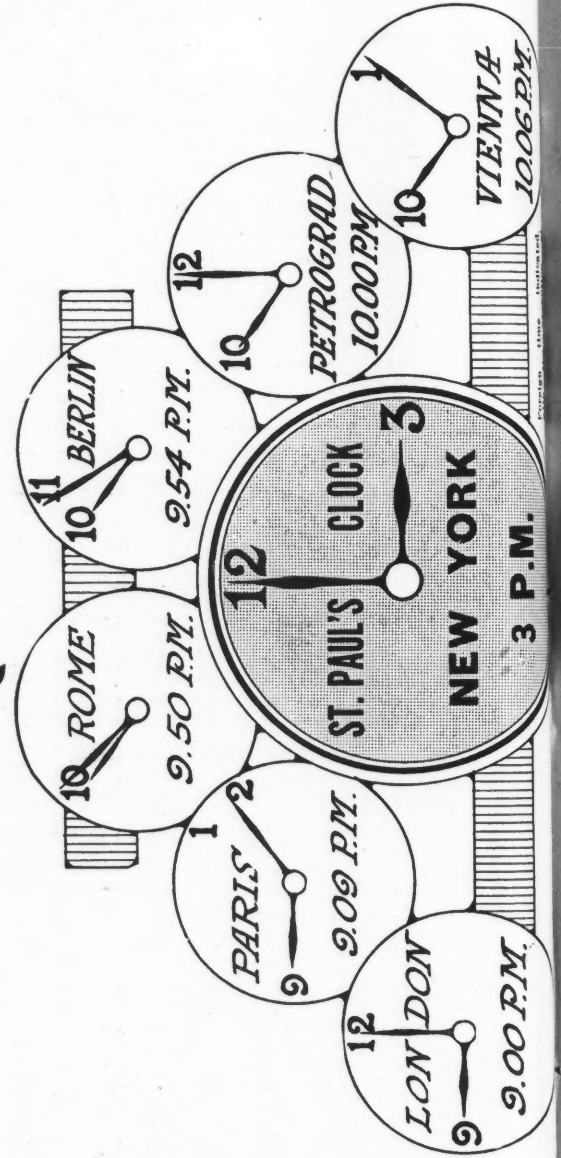
**COMPARE THIS WITH THE AVERAGE MAGAZINE RATE**

The Editor and Publisher and Journalist will supply Advertisers who want further information on marketing conditions and selling facilities in New York State and the influence of its strong newspapers. Write: The Editor and Publisher and Journalist, 1117 World Bldg., N.Y.

# How often do you turn from your morning paper and say,

“Why! I Read That in  
The Evening Post Last Night!”

**This Is Why**



- ☞ Look at the clocks.
- ☞ The daily story of a war is told by nightfall.
- ☞ When it is 3 P. M. in New York, evening is well advanced in the European capitals, particularly under the new daylight-saving plan in some countries.
- ☞ London has had dinner; Petrograd is almost in bed.
- ☞ As an illustration—the story of the great naval battle in the North Sea off the coast of Jutland appeared in *The New York Evening Post* before it was printed in the morning papers. Likewise the loss of Earl Kitchener was to the readers of *The New York Evening Post* a familiar story when they read it in their morning newspapers of the following day.
- ☞ Three o'clock P. M. is the hour at which *The New York Evening Post's* regular last edition goes to press. 85 per cent. of *The New York Evening Post* circulation is printed after 3:30 P. M. By that time the big story of the day in the European conflict has been completed. The agencies have sifted the news and have sent it over the cables.
- Therefore the war news in *The New York Evening Post* is as complete as you can read in your morning paper—and fifteen hours earlier.
- These facts also explain the present unprecedented growth of Evening papers in Circulation, Advertising, and Influence.

*The New York Evening Post is 3 cents daily and 5 cents Saturday on the news-stands; or it can be had by mail out-of-town for six months for \$5; a year, \$10.*

*More Than a Newspaper—A National Institution*

# A. A. C. W. TWELFTH CONVENTION A GREAT FÊTE

Splendid Programme Worthily Carried Out at Philadelphia is Fine Exemplification of Genuine and Enthusiastic Co-operation—First Session Monday Morning Opens with More Than 500 Accredited Delegates Present, and Attendance Swells Steadily—Great Interest in Meetings—Detailed Reports of Proceedings Day by Day.

PHILADELPHIA, June 25.—Flags flying in every street, whole blocks of stores on Broad, Market, Arch, and Chestnut Streets decorated with bunting, men in Palm Beach suits, and straw hats with the name of their home club painted on the fancy colored bands in big letters; processions of ad clubs just arrived from Chicago, Dallas, St. Louis, and San Francisco; crowds of people on the streets—these were some of the indications last night and to-day that the big convention of the Associated Advertising Clubs of the World is about to be held in the Quaker city.

As I write these lines, the lobby of the Adelphia Hotel, where the New York and a dozen other clubs are quartered, is filled with delegates who are listening to the singing of a group of Cincinnati club members whooping it up in behalf of Cincinnati as the convention city of 1917. Four of them, Charles Adolph, John Griesman, George Niles, and Charles Wartman, play musical instruments with considerable skill, while their comrades do the singing. Mr. Wartman has just rendered a yachting song with ringing success, and everybody is cheering. Enthusiasm runs high. If Cincinnati doesn't get the convention it will not be because there is any lack of enthusiasm on the part of the 163 delegates and business men who are working to land the prize.

#### WELCOMED BY POOR RICHARDS.

The Poor Richards, everybody agrees, are doing their part to make their visitors to Philadelphia feel at home. Every delegation that has notified the committee of the time of its arrival has been met at the station by a reception committee, and then, headed by a platoon of mounted police and twenty buglers, has been escorted to its hotel. Two of the hosts, dressed to represent Benjamin Franklin and carrying the keys of the city in their hands, march along at the head of the procession. Although those who make up the receiving party have been on duty for twenty-four hours, they show no signs of weariness and march along with as much pep as they showed when the first delegation arrived.

To-night all the hotels are crowded. Late comers are finding it difficult to secure accommodations unless they had engaged them beforehand. The convention headquarters staff, at the Bellevue-Stratford, has been working overtime registering the visitors. Every man and woman on payment of the registration fee of \$2.50 receives a book of coupons good for admission to all the entertainments provided for the delegates by the Poor Richards; a copy of the official programme, a badge consisting of an artist's metal emblem bearing the A. A. C. W. motto "Truth" suspended from a gray ribbon; a directory of the chief attractions of the city and local time tables.

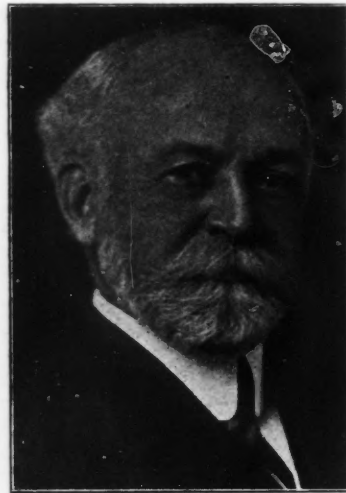
As Philadelphia is a big city with an abundance of good hotels little complaint is heard from the delegates regarding their accommodations.

Although Sunday is a day of rest, not many of the delegates did much rest-

ing to-day. In spite of the rain that fell all the morning, they were astir early. In many of the churches special programmes were arranged for the benefit of the visitors. James Schermerhorn, editor of the Detroit Times was "the only lay brother among" the advertising men to occupy a pulpit. He spoke at the Chestnut Street Baptist

When the curtain went up at 2:45 it revealed a group of fifty musicians from the Philadelphia Symphony Orchestra—who comprise the Poor Richard Orchestra—who rendered several selections in a skilful and artistic manner. Then a chorus of 150 voices from Strawbridge & Clothier's store filed upon the stage accompanied by Herbert J.

the United States Legation and see the Belgian as he passes take off his hat to the Stars and Stripes; no English flag, no French flag, no Russian flag, no Spanish flag, no Japanese flag, no Chinese flag, but the Stars and Stripes, which never have been hauled down in Belgium, and from sunrise in the morning until sunset at night the



JARVIS A. WOOD,  
Chairman Guide-Book Committee



RICHARD A. FOLEY,  
Chairman Committee on Cooperation



W. C. D'ARCY,  
Chairman Advertising Committee.

Church in the morning, and in the evening at the Messiah Lutheran Church. Those who have heard Mr. Schermerhorn before declare that his morning address was the best he has ever delivered at an advertising convention, although he has spoken at every one held during the last five years.

The New York delegation, 150 strong, arrived at noon by special train on the Pennsylvania Railroad. The men presented a fine appearance as they moved through the streets to the Adelphi Hotel, which will be its headquarters during the week. P. V. D. Lockwood was in charge of the party, which was made up of representative advertising agents, advertising managers and solicitors, and a few general advertisers. David Lee was on hand when the New Yorkers arrived, to see that each delegate was taken care of. A card index had been prepared upon which each name was entered and the number of the room he was to occupy. It was, therefore, only a few moments' work to assign the delegates to their quarters.

#### GREAT INSPIRATIONAL MEETING.

The event of the day was the great inspirational meeting held in the Metropolitan Opera House, built by Oscar Hammerstein a few years ago. The exercises were scheduled to begin at 2:30 o'clock, but when I arrived at 2:10 there were not more than fifty people in the beautiful auditorium. Twenty minutes later there were perhaps 300 in the house. It looked as though the meeting was going to be a frost, and yet half an hour later there were 3,000 people present.

Tilly, the director, and sang a patriotic composition with much feeling.

#### SECRETARY LANE'S ADDRESS.

Franklin K. Lane, Secretary of the Interior Department prefaced his serious address at the Metropolitan Opera House inspirational meeting, with a witty story of a brawl between the news columns and ad columns. It served to point a moral.

Following this introduction, Secretary Lane said, in part, concerning our national ideas and viewpoints:

"The spirit of America is against war not because we have grown cowardly and fear death, nor because we have grown flabby and love softness; no, not even because we have become conscious converts to the Price of Peace. But we in America have something larger to do. We are discovering our country. Every tree is a challenge to us, and every pool of water and every foot of soil. The mountains are our enemies. We must pierce them and make them serve. The wilful rivers we must curb; and out of the seas and the air renew the life of the earth itself. We have no time for war. We are doing something so much more important. When war comes to a democracy it comes because we are not allowed peacefully to work."

Mr. Lane concluded by quoting what Herbert Hoover, head of the Belgian Relief Committee, said to him about the American flag:

"Do not believe that the American flag is not respected abroad. If any one ever tells you that, tell him to go to Brussels and stand in front of

Belgian peasants and Belgian artisans pass that house and as each passes takes his hat off to the flag."

PHILADELPHIA, June 25.—When President Herbert S. Houston called the twelfth annual convention of the Associated Advertising Clubs of the World to order at 9:45 this morning there were not more than 500 delegates in attendance. This was due to the fact that the Commercial Museum, in which the sessions are to be held, is located about half an hour's distance from the hotel centre of Philadelphia, and involves a walk of two or three long city blocks, and that the delegates had miscalculated on the time it would take them to get there. Within the next hour after the session opened a thousand more had put in an appearance.

The building occupied by the Commercial Museum is one of the two big buildings that were erected for the Centennial Exposition of 1876. One end had been converted into an auditorium for the use of the Associated Clubs. The decorations consisted of flags, bunting, the city's colors, white and purple, and two great posters mounted on the wall behind the speakers' platform. One of the posters, which is of striking impressiveness was printed in deep blue and yellow, represented a Spanish galleon coming head on, the bending sail bearing the truth seal of the Association. On the left were these sentences, written by Bishop Warren A. Chandler, chancellor of Emory University, at Atlanta, Ga.

"Lying spirits cannot guide safely the



merchantmen of the world. The argosies of trade must sail by the pole-star of truth. Otherwise they will be wrecked."

The poster on the opposite side of the platform showed Philadelphia in the person of Benjamin Franklin welcoming the advertising men to the city in behalf of the Poor Richard Club and the inhabitants of the Quaker City.

Before the convention was called to order the Poor Richard Band gave a half-hour concert, which was greatly enjoyed by those who were lucky enough to be present.

The invocation was offered by the Rev. Dr. W. H. Roberts, following which came an address of welcome by Gov. Martin G. Brumbaugh. The Governor of Pennsylvania is a big man with a strong face, unusually heavy eyebrows, and a full, resonant voice that could be easily heard in every part of the great hall. When he arose to speak the entire audience arose to its feet and applauded.

GOV. BRUMBAUGH'S SPEECH.

Gov. Brumbaugh, formerly superintendent of Public Schools in Philadelphia, paid tribute to the publishing and advertising interests of the city from colonial times to the present day, referring to Philadelphia as "the Mecca of your craft." He eloquently reminded his hearers of the patriotic record of the town and the part it played in the formation and early days of the young republic, and proceeded to a hearty arraignment of countryside advertising on rocks, fences, and barns—"that blotch on the landscape," insisting that newspapers, magazines, and other channels were the legitimate fields of publicity.

He also protested against sensational and untrue advertising, saying: "Good business is always both ethically and

legally sound. No other can endure. The true advertising agent will be as frank with his clients as is a dependable lawyer. To wisely advise the man of productive genius requires skill of the highest order, and the men in the advertising business should be trained, skilled, capable men of high character and business insight. It might be well to license, after proper tests, those who make, buy, or sell advertising. "This would not only be a protection to the producer and consumer, but would place the men in this business upon a basis of professional security of great significance and value. But it is not the province of a limited purchaser to advise in the counsels of experts. It is mine only to voice the hearty goodwill of our entire population and to give you royal welcome to the finest city and the grandest commonwealth in all the world."

President Robert H. Durbin, of the Poor Richard Club, in a few earnest words, welcomed the delegates to the city on behalf of his associates, and promised them a most enjoyable time while in the city.

William Woodhead, of San Francisco, former president of the A. A. C. W., responded to the addresses of welcome on behalf of the organization. He made it plain to the representatives of the State, the city, and the Poor Richard Club that the A. A. C. W. deeply felt the obligation it was under for the warmth of the welcome extended and for the perfection of the arrangements for the convention.

REPORTS OF OFFICERS.

The reports of the officers of the Association followed. President Houston's address will be found elsewhere.

Secretary P. S. Florea, the general secretary, submitted his report, which was exceedingly well received.

Mayor Thomas B. Smith, who followed, also extended to the delegates a hearty welcome. He alluded to the important position now held by the advertising men in the business world, and expressed the hope that the holding of the convention in Philadelphia would prove to be of great help, not only to the visitors, but to the city itself. He pledged his services to the ad men, saying that he stood ready to respond to any demands that might be made upon him.

Mayor Smith, in his address of welcome, quoted Penn's treaty with the Indians, "never signed, but never broken," and said that the traditions of Philadelphia in 1916 were those of the founder that a man's word should be as good as his bond. "Square dealing, high regard for the obligation of contract—these were the foundation stones of Philadelphia," he said. "They are responsible for the fact that to-day we have a wealthy, a hard-working, a home-loving, a contented citizenship, happy in the possession of what it possesses, and yet ambitious for new development, anxious to keep fully abreast with the highest development in one of the most advanced communities on the face of the earth. The city is now more alive than at any previous period in its history."

When Provost Edgar F. Smith, of the University of Pennsylvania, was introduced, the applause that greeted him was hearty and sincere. The delegates felt under special obligation to him, for it was he who had thrown open the doors of the great university over which he presides for their accommodation.

Provost Smith has a rugged but kind-

ly face, and impressed me as a man who takes delight in doing good to others. His speech was short and expressive. His words of welcome were hearty and sincere, and left an excellent impression.

Irvin F. Paschall, chairman of the exhibits committee; E. T. Meredith, chairman of the progress committee, and Mac Martin, of Minneapolis, chairman of the research committee, told what had been accomplished during the year.

INGERSOLL ON COST ACCOUNTING.

W. H. Ingersoll, chairman of the cost and accounting systems committee, in his report, among other things, said:

"We have been forced to realize the paradox that little business is big business, and big business is little business in the aggregate. The key to advertising and progress is found in the million and a quarter of retail stores stretching from coast to coast and comprising the business centres of the multitude of cities, towns, and villages. Between these retailers and the national advertiser questions have arisen as to whether it is in the interest of the retailer to sell nationally advertised products.

"Again, between the public and the retailer, questions as to the cost of living, the amount of profit exacted by the retailer, and the wastefulness of retailing have arisen.

"The recriminations levelled against the retailer wherein he is held up by his neighbors as a modern Shylock are wholly unjustified. The retailer is not getting rich—he is failing in larger proportions than any other department of business. It is a part of the day in which we live; it is a part of present civilization or lack of civilization, for there is no royal road to lower cost."

THE INTERTYPE

FAIR PLAY - FAIR PRICES - FAIR PROFITS

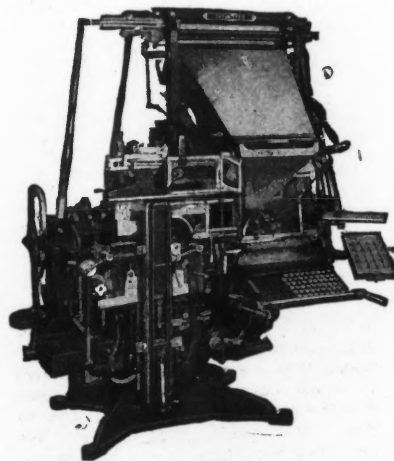
The Success of This Corporation

Model A  
Single Magazine  
\$2100

Model B  
Two Magazines  
\$2600

Model C  
Three Magazines  
\$3000

Standardized and  
Interchangeable  
Models.



must stand or fall upon the share of your business that you offer it—and thus it must stand or fall upon the quality of the machines it offers you, upon the service it renders you. This is clearly understood by the business men back of the Intertype to-day—therefore our prices are reasonable, our machines are right, and we build for service.

INTERTYPE CORPORATION

NEW YORK  
WORLD BLDG.

CHICAGO  
OLD COLONY BLDG.

NEW ORLEANS  
316 CARONDELET ST.

SAN FRANCISCO  
86 THIRD STREET

## Monday—Afternoon Session

Fully 2,500 delegates were in attendance at the afternoon session, at which an unusually strong programme was presented. Edward A. Filene, of William Filene's Sons' Company, of Boston, delivered an interesting address on "The Retail Merchant," in which he said, among other things, that he had found that in advertising in a newspaper having, say, 200,000 circulation, he could make a sale to only one reader out of 3,000. Mr. Filene said, in part:

In the past the advertising men were not always the most welcome visitors in our business offices. As I remember it, in boyhood, in young manhood, the advertising business was run with a good deal of spirit. Now I know. Just returning from a trip of nearly 9,000 miles, covering most of the important cities of the country and having the great pleasure to visit in many of them their advertising clubs, I know that they run their banquets with water, and I am inclined to think that a good deal of their power-to-day is hydraulic, and as their power is finally the power that makes for good in the press of the country, I am inclined to think of them sometimes as the hydraulic press. Seriously, I believe that the advertising business becomes a profession when it serves the public good.

We here know, even if the public doesn't know it thoroughly, that a newspaper is fundamentally a business proposition requiring large capital, and is unable to conduct its business profitably merely on the receipt of the sales of its papers, and therefore is dependent largely on its advertisers and the capitalists who furnish the large sums of money necessary to compete to-day. We advertisers and many of the capitalists expect the papers, because we are human after all, to protect our interests and present as often as possible at least our point of view; but it is clearly the duty of the business man to remember that our democracy and our country require that the newspapers shall be free to serve the common good.

We advertisers have the right of every citizen to make our opinions known, but our right ceases where it lessens the freedom of the press. This is such a beautiful world, this is such a lawful world, that what our democracy needs most, freedom of the press, is what our business needs most. Those papers are most valuable to us as advertisers which resist the pleasure of us advertisers, and equally resist the pleasure of any financial interest, and try only to serve the common good, for as the reward for that they command the confidence of their readers. If we advertisers undermine the confidence in the papers we advertise in, eventually they will cease to be good mediums for us to advertise in.

Now, supposing we advertise in a paper, say of 300,000 circulation, or 200,000, because I don't want to identify any paper with what I am going to say, we ought, to put it modestly, to sell one customer out of each hundred of that paper. I know what you will say, that the indirect results are the important ones, but I leave it to you whether you can get important indirect results without making a direct impression on some one, somehow, somewhere.

Now, as a matter of fact, the average store—I came near saying "we," but this is anonymous talk—the average store will not sell more than one out of every three thousand, instead of one out of every hundred, by that advertisement, and the truth of this is shown that when we put the advertisement in we don't actually provide to sell more than one for every three thousand readers that the paper has, and that proves it, I think; and yet it ought to pay us to advertise, not only as largely as we do, but to advertise very much larger yet.

We are only at the beginning of our economical development. We are just coming out of the pioneer stage, and as long as we can't sell more than one out of three thousand readers, it shows that there is a pretty wide field for us to work in, and I look forward to the time when advertising, modified by your wisdom and scientific study, will be on a still greater scale than it is to-day.

## KINGSBURY'S NOTABLE ADDRESS.

The most notable address of the afternoon was that of N. C. Kingsbury, vice-president of the American Telegraph & Telephone Company, of New York, on "The Natural Advertiser." Some of the more notable passages in his address were these:

The growth, the development, and the necessity of national advertising depend primarily upon the number of things which are of national importance. In a primitive state of society it made little difference to an individual or to a community what was happening

## FEDERAL TRADE COMMISSION SEEKS DATA FROM PUBLISHERS ON NEWS PRINT SITUATION

## Will Welcome Information About Specific Instances of Price Discrimination, or Other Facts Bearing Upon Real Causes of Advancing Prices.

If you have been subject to discrimination by the news print manufacturers or jobbers; if your competitor is paying either more or less than you are paying for white paper; if you are having difficulties in getting your supplies, even at advanced prices, while another publisher in your field is having no such annoyance, write to the Chairman of the Paper Committee, Federal Trade Commission, Washington, and give him all the facts. He wants them.

If you know of paper manufacturers who are selling large quantities abroad; if you have been told about the fabulous million dollar order for export to Europe and Australia, give your information to the Commission. It is the general belief of publishers that if any such foreign orders were being placed that they would go exclusively to Canadian mills; and that the rumor of such orders is part and parcel of the general design to create a supposititious demand, for the purpose of frightening American publishers into making contracts at three cents per pound, or more.

J. H. Zerbey, of Pottsville, Pa., is chairman of the white paper committee of the National Editorial Association. He is convinced that the present market is a fictitious one, not based upon actual cost of production; and he is cooperating with the Federal Trade Commission in their investigation. Mr. Zerbey will be glad to have newspaper publishers communicate with him, giving him any facts which might have a bearing upon the whole subject.

to some other individual or in another community; but with the advance of civilization came cooperation between individuals and communities, and cooperation developed the necessity for a more extended knowledge. Civilization to-day might be very well estimated and measured by the degree of cooperation, and the number of things which are of national importance depends entirely upon the degree of cooperation.

In order to effect distribution there must be a widespread knowledge of the product, and advertising is the only method for enlightening the consumer as to the nature and value of the product.

At the present time there is no cooperation between England and Germany. I have no means of knowing, but I hazard the statement that German firms are not to-day advertising in England. But Philadelphia is cooperating with Chicago, and let us be thankful that every city in this broad land of ours is cooperating with every other city. Hence the need for national advertising.

From the foregoing it logically follows that advertising is a system of education, and it is a very important branch of education. Its importance is measured by our needs. Until within a comparatively short time the real necessities of the people on this earth were limited to a very few things. Now we need a tremendous amount of information concerning things which we must have because of the requirements of our present civilization. Our lives touch so many and so varied interests at so many points of contact that without this form of education we cannot have the knowledge necessary for existence on the plans on which we now live. Every day we must have greater knowledge in order to keep up with the times. We may all start in on the system of education brought to us by advertising; none of us may ever hope to finish the course. It is easy to matriculate, but impossible to graduate.

If we are to consider advertising as a system of education, and this we must do in the very nature of the case—then there is an immense responsibility upon all who are connected with advertising. He who buys the advertising as well as he who sells it should consider himself as a member of a great faculty, as a real leader and instructor of the people. If the text-books studied in this great university are calculated to mislead the students, if promises are made which cannot be fulfilled, if courses are offered and pursued which unfit the student for the practical things of life the entire institution will be brought into discredit and disfavor, and the business of educating through advertising will decrease rather than increase.

Magazine advertising in the United States costs almost exactly as much as private elementary schools, and all the public high schools of this country do not cost as much by \$10,000,000 as that classification of advertising best described as farm and mail-order advertising. The bill-board advertising of this country costs twice as much as the amount spent in all the normal schools of the United

States. There is nearly as much spent each year in the United States on theatre advertising as is spent on schools for the feeble-minded—although I draw no other comparison between the two. The reform schools of the United States cost only about one-third of the amount spent on electric signs. And when we come to foot up the entire bill for educating the youth in the United States we find, according to the report of the Commissioner of Education for the year ending June 30, 1915, we learn that it costs \$748,736,864. I am not going to pretend to say how much was spent during that year in the United States for educating the grown-ups by some means of advertising, but I think you will agree with me that it cost quite as much to teach the old idea how to shoot as it did to teach the young idea how to shoot.

That national advertising requires large sums of money goes without saying. The publications employed must have national circulation, and in order to support such circulation their charges must seem high. But there are other elements which must be observed in order to accomplish results in national advertising. It takes time to be known all over a country as large as the United States; it takes persistence, determination, tremendous force behind an advertising campaign, and it also takes a willingness on the part of the producer and the advertiser to be known for just exactly what he is.

I am told by men of great experience in the advertising field that many a campaign of national advertising has failed because of the lack of persistence, because results were expected in too short a time, and instances have been cited where a campaign which might have been tremendously successful ended in failure because it was stopped just a little bit too soon. There is a tremendous cumulative force in persistent reiteration and presentation of a product which is nationally important, and when you have secured this accumulation of force, it is remarkable how long the benefits last.

I sometimes regret the necessity of what may seem almost boastful statements in advertising. I do not refer to statements which are untrue, but to statements which are true and which we national advertisers have continually put out if our advertising is to be a success. There is so much of the sensational placed before the general reader that we do not have a fair start; we are handicapped, and are forced to continually extol our virtues as an antidote for the poisonous lies which any sensationalist can give wide circulation. We must sometimes tell the best there is to tell about ourselves or about our product, if we are to have an even chance, although we may appear almost as braggers in so doing.

But even this necessity in advertising has a great value. It helps to keep us up to a very high point of efficiency. Almost every advertisement which we put out calls forth expressions of criticism.

The more we claim in our advertising, the more must we deliver in our service. He who is content with a mediocre product may advertise it as such without fear of criticism, but he who strives for the best, and advertises his en-

deavors in that direction must necessarily invite criticism if his product is not always perfect.

We advertise in a national way because we serve a nation-wide public, and we want that public to know all about our business. We have intricate problems; we want the people to understand them. We have lofty purposes, and we are entitled to have them known. We have high ideals as to civic service, and you can readily understand that a corporation doing business in some 70,000 places in the United States needs some measure of sympathy from the public if it is trying to serve, with its tremendous difficulties. We believe in some great fundamental principles as applicable to our business, such as the necessity for one policy as regards the general use and protection of every telephone in the United States. We believe in one system, because we cannot conceive of a nation-wide service being performed by numbers of unrelated companies. We believe in universal service, because the ultimate benefits incident to telephone service obviously cannot be given or received in a restricted territory.

One should not address the Associated Advertising Clubs of the World without mentioning the great ideal which you have adopted as your motto and slogan, without commending the vitally important work of the National Vigilance Committee. As a national advertiser it has seemed to me that as a class we are coming a little nearer to the ideal of "Truth" than our brethren who are confined more closely to the local field.

I will go so far as to say that national advertising or any other kind of advertising is going to succeed in the future just in proportion to the extent that it is honest and true, and it is a great satisfaction to know that you men who have the most to do with this great business have set yourselves to the task of accomplishing this great end.

You have led Congress in this direction, and the result is the law recently enacted having for its purpose the prevention of fraudulent advertising in the District of Columbia. It is a great step in advance, a national recognition of the correctness of your attitude. What is good for the District of Columbia is good for the country at large, and let us hope that all the States, as some of them have already done, will soon enact legislation along this line.

Adolph S. Ochs, publisher of the New York Times, spoke on "The Newspaper Publisher." The object of the address was to call attention to some of the economic wastes of the newspaper business. His charge that advertising rates were in a majority of instances too low was warmly applauded by the advertising men. His address will be found elsewhere in this issue.

"The Periodical Publisher," was the topic upon which Cyrus H. K. Curtis, of the Curtis Publishing Co., spoke briefly. He paid his sincere compliments to John Wanamaker in his reference to "Philadelphia Firsts," alluding to the large-spaced, consistent advertising as practised by that great merchant. "One of the best things he ever said was this: 'If there is anything in the world that a quitter wants to let alone, it is advertising.'" John Wanamaker has been a full-page advertiser for as long as newspapers would give up that amount of space to any advertiser and he has consistently and persistently followed that up. Beginning with Mr. Wanamaker's monument to advertising in his great store at Chestnut and 13th Street, you will find at Sixth and Walnut another similar monument with which I have something to do."

Mr. Curtis cited also the Victor Talking Machine plant in Camden and the Campbell's Soups concern as existing in all their glory because of persistent advertising.

## OUR PROSPEROUS AMERICA.

R. Godwin Rhett, president of the Chamber of Commerce of the United States, the last speaker of the session, discussed "Prosperous America." By an astonishing array of statistics, Mr. Rhett showed that America was to-day enjoying the greatest period of prosperity in its history. He gave many statis-

tics showing the rapid and marvellous growth of the country, with its \$41,000,000,000 exports and \$2,000,000,000 imports this year. The nation's income in one year has increased from thirty billions to forty billions, far in excess of any figures ever before reached by any country in the world. Of a new element in our prosperity Mr. Rhett said:

"At one period there was a disposition to cast slurs upon our munitions makers. Now we realize that they constitute our third line of defence, and that it has been built up to enormous strength not only without taxing the resources of the nation, but with substantial additions to them."

Commenting on our national future Mr. Rhett said:

"A country's prosperity is not measured alone by the accumulation of wealth. Unless the distribution of that wealth is such as to bring contentment amongst its people, it is no real prosperity. While it is not to be expected that conflict between capital and labor, between employer and employee, shall ever cease entirely, yet until there be a larger measure of coöperation between them wherein each realizes its absolute dependence upon the other, and where efficiency is recognized by both as essential to their mutual prosperity, there cannot be that preparedness which will inspire us with confidence. We must substitute coöperation for conflict to a far greater degree if we wish to make our prosperity permanent."

"There can be no greater step in the direction of preparedness for commercial rivalry after the war than a better and a clearer understanding between labor and capital on this all important question. They are both uniting in organizations which can speak for them and to them. It ought to be practicable to reach a better understanding of the coöperation necessary for a greater prosperity in which both will share and share equitably."

HOUSTON DECLINES AN HONOR.

A sensation was created at the afternoon session by a statement made by President Houston in regard to an article appearing in one of the local newspapers. It consisted of a testimonial of esteem addressed to Mr. Houston and signed by a large number of prominent business and advertising men who had been requested to pay \$5 for the privilege and for a copy of the address printed on an extra quality of paper. Mr. Houston said that when he had heard that the paper had sent agents to New York to canvass for the signatures he had sent a telegram expressing his disapproval of the scheme and asking that it be dropped at once. He declared that such a scheme was contrary to the spirit of the organization. Mr. Houston's remarks were warmly applauded.

THE GREAT PARADE.

In the evening the great advertising parade took place. Broad Street, the scene of the event, was lined on either side by a crowd estimated to contain 200,000 persons. It was without doubt the largest, most artistic and comprehensive ever held in the United States. There were upwards of eighty floats in line representing an expenditure of fully \$190,000. All along the route the striking features were loudly cheered.

Of the marching clubs, those mustering the largest number of marchers were: New York, Cleveland, Cincinnati, St. Louis, and Philadelphia. The New York men presented a fine appearance and marched with a perfection of alignment that was surprising in view

of the fact that they had not been drilled for the occasion.

Some of the more notable floats and displays were those made by the Bell Telephone Company, consisting of an eight-stand continuous poster showing the transcontinental telephone line outlined in electric lamps; by the Pastry Kake, Coca-Cola, the Reading, Chester, Cleveland, and Boston Ad Clubs, and various manufacturing concerns and retail merchants of Philadelphia. The display features of the big National Advertisers were of an exceptional and impressive character.

The Poor Richard Club deserves the warmest commendation for the genius and enterprise shown in organizing and executing such a magnificent spectacle.

Tuesday's Sessions

PHILADELPHIA, June 27.—Owing to the fact that the most of the delegates did not get to bed before one o'clock this morning because of the lateness of the hour when the great advertising pageant of the night before came to an end, this morning's general session of the Associated Advertising Clubs of the World was not as largely attended as it otherwise would have been. It lasted for an hour and a half, and when it was over, the departmentals and conferences began their work.

The speakers at the general session were: Frank Stockdale, secretary of the National Editorial Committee, who discussed "What the Retail Merchant Wants to Know," and Lewellyn E. Pratt, chairman of the National Educational Committee, who talked on the topic "The Foundation of Better Business. Mr. Stockdale, who is also the lecturer of the Educational Committee and has delivered courses of addresses on advertising in twenty-six cities the past season, presented some interesting data which he had accumulated during his travels. Much of the matter has been printed from time to time in the columns of THE EDITOR AND PUBLISHER.

Mr. Pratt, in his address, among other things, said:

BETTER BUSINESS FOUNDATIONS.

"When our Educational Committee was organized six years ago at Omaha, at the suggestion of Martin and Carver, it was prophesied by Martin that we would all see the day when the universities and the world would conduct colleges of advertising, and when State Boards of Advertising would give regular examinations and issue certificates of registration like those issued to doctors, lawyers, dentists, and accountants, and that advertising men receiving certificates would be thereafter known as 'registered advertisers.' We have lived to see the first part of the prophecy on its way to fulfilment, for every year marks the establishment of more departments of advertising in our great colleges and universities and the publication of text-books, which are coming to be more generally accepted as a sound basis for the teaching of the subject.

"Privileged as I have been for the past two years to see the growing number of earnest teachers of the subject of advertising and the way in which instruction in advertising is rapidly being standardized, I, for one, am prepared to see the fulfilment very soon of the second step in the prophecy.

"Within four years much has happened. The Declaration of Principles was adopted at Baltimore; the Standards of Practice were adopted at Toronto, and the National Advertising Commission has been organized to see that the Standards of Practice are lived up to. The Printers' Ink statute

against fraudulent advertising has been adopted in many States.

"There have grown up hundreds of associations of distributors in the same lines of trade, and many of these are doing much to dispel the fog of mutual misunderstanding and fear among merchants and to teach better merchandising methods and the far-reaching advantages of wise coöperation. It is the belief, however, of those of us who have followed the destinies of the Associated Advertising Club movement from its beginning that this organization of ours is peculiarly adapted to do a different kind of work from that of any of the other business organizations. We believe that into this great forum of ours, representing as it does every branch of manufacturing and marketing, are brought representatives of all other business organizations, and that here we develop a wider horizon and therefore a broader and better conception of the business of America and of the world."

DEPARTMENTAL SESSIONS.

The departmentals started off at a full head of speed with a large attendance and lots of enthusiasm. The newspaper session, which was presided over by Lafayette Young, jr., of the Des Moines Capital, proved one of the strongest drawing cards. The Church Advertising Conference, a brand-new feature of this year's convention, brought out a crowd of nearly two hundred clergymen and others who are specially interested in this kind of publicity.

The advertising agents had quite a scrap over the discussion of the Flat Rate, which was ably championed by Collin Armstrong, of New York. Mr. Armstrong presented many of the facts recently assembled by the New York

Advertising Agents in advocacy of the general adoption of the flat rate for newspapers. Some of those who were present did not agree with Mr. Armstrong, and said so.

The Business Press sessions, which were presided over by A. A. Gray, of the Electrical Review, of Chicago, attracted considerable attention. Several of the papers read were full of valuable material.

J. Horace Lyttle, of the Shoe and Leather Reporter of Boston, in a talk on "Training the Advertising Representatives," said:

TRAINING THE AD MAN.

"The right sort of a man will not need so much 'training' in the ordinary sense of the word as he will assistance, help, guidance, the proper sort of quiet direction of his work along lines that will reap the maximum reward for his efforts.

"After you've taken him on, play the game with him. Be keen and careful almost to a fault before you take the new man on—then be a good sport.

"Don't ever let yourselves cease to think big and broad and optimistically. And in no phase of your business is this more important than in handling your representatives.

"Watch the personal appearance of your men. You have the right to do this, as that is part of what you pay for. The well-groomed man always has the advantage, and I am sorry to say that too large a number of solicitors of business journals are careless in this direction."

The getting of business, he said, was a matter of being truthful and dependable. Business did not go where a man had not first created confidence in himself and his goods. He expressed

(Concluded on page 20)

BEGINNING NEXT WEEK  
In Numerous Leading Papers Throughout the Country  
**THORNTON FISHER'S**  
*Sunday and Daily ALL-STAR Comic*  
**RAISING THE FAMILY**

Some of the Characters in This  
Screamingly Funny, Real Human Nature Comic:  
THE BABY, the greatest thing that ever happened.  
GIDEON HAWKINS, the baby's Grand-Pop, who says it looks like him.  
MRS. HAWKINS, who claims the baby resembles her side.  
UNCLE IKE, the cheerful.  
AUNT SOPHIA, who is "Aunt Calamity" come to life.  
FATHER AND MOTHER of Baby, who are ignored by the rest of the family as of no importance.  
MARY HAWKINS, whose fashion-plate clothes, pretty face and baby talk hypnotize the boys.  
LITTLE BILLIE, who has to play second-fiddle to his new nephew.  
BULLET, the neighbor boy and Billie's boon companion.

*Territory is Closing Daily*  
Write To-day for Particulars, Samples and Prices.  
**McClure Newspaper Syndicate** 120 W. 32nd St. New York



the opinion that a man could not be talked into giving an order where confidence was not first established.

"The business paper selects for the advertiser, out of the great masses, the particular classes of people we wish to reach with a particular appeal, at a cost which is nominal," said C. H. Clark, of the Robbins & Myers Company, Springfield, Ill., in discussing "The Business paper from the Advertiser's Standpoint."

"Many of us would be unable to reach these people in any other way, and without business papers all of us would certainly have to pay a great deal more than we now do to reach them. In addition to carrying our advertising message to our prospects, the trade paper is making the dealer a better dealer and a more satisfactory man to do business with."

#### GETTING BUSINESS ABROAD.

The unusual opportunity for the development of American trade in foreign countries now existing was emphasized by C. A. Tupper, president of the Chicago Trade Press Association. He said:

"Some years ago I had occasion to visit the principal industrial countries of the world outside of the United States and Canada, and my work took me into practically every manufacturing district of importance.

"In the metal-working plants I found an amazingly large number of installations of American-built machine tools.

"In many cases the reading of articles and advertisements subsequently led to visits being paid to the United States by representatives of large foreign metal-working interests and to very considerable purchases of American tools for use abroad.

"At the present time many American machine-tool manufacturers are represented abroad by active sales agencies, and this has been the case for some years past; but the business was originally developed almost entirely through the initiative of the foreign buyer after reading articles and advertisements in American journals; and, were it not for the influence still exerted upon this class of business by such publications, the sales agencies in foreign countries would, in normal times, close only a small percentage of the orders which have latterly passed through their hands."

#### THE TEACHERS' CONFERENCE.

Prof. Hess, of the University of Pennsylvania, presided at the Teachers' Conference. Prof. G. B. Hotchkiss, of New

York University, in submitting his report said that there were forty-six teachers enrolled on the roster of members of the Association. Much quiet work had been done to arouse merchants to the necessity of the study of advertising. The success of a teacher's efforts should be measured by the number of efficient students he turned out.

#### TEACHING OF ADVERTISING.

S. Roland Hall, of the Alpha Portland Cement Co., read a paper on "What the Business Man Wants from the Student of Advertising."

Mr. Hall quoted from letters received from two hundred advertising and sales managers who had been asked by him to tell what kind of work they turned over wholly or partly to assistants. Most of them answered that they would have young men take charge of such work as writing of advertisements, booklets, folders, and circular-letters; correspondence with consumers, dealers, and salesmen; follow-up systems; handling of printing; correspondence relating to drawings and cuts; house organ work; multigraph department, and keeping of advertising records.

"Many, however, pointed out that all important copy-work and house-organ writing would be taken care of by either the advertising manager or the advertising agency.

"The vote, though not unanimous, was in favor of college-trained men and those who have had specific training for advertising, provided such training has not made them conceited, but has left them with open minds and the willingness to tackle work consisting of routine or small details. One employer significantly remarks that he would much rather have a young man study advertising while employed with him than to study it before coming to him.

"Nearly all say 'no' in answer to my question, 'Do you find that applicants are usually capable punctuators?' Says one: 'The art of punctuating is apparently not taught either in schools or colleges except in a perfunctory way.' Another refers to punctuation as a lost art.

"The following are some of the subjects that these advertising managers whose views I have been quoting say they would deal with, if they were instructing young men with a view to their entering advertising fields:

"Printing, making of layouts, cuts and illustrations, advertising records, fundamental principles of advertising, funda-

mental principles of marketing and merchandising, fundamentals of business, distribution, reporting practice, English, logic, training in analysis, psychology, details of advertising, statistical and recording work, letter-writing, circular-writing, relations with dealers, diplomacy, English literature, economics, industrial history, art, natural and physical sciences, mathematics, drawing, trade conditions, writing practice of various kinds, retail selling methods, business administration, commerce, methods and detail of direct advertising."

Frank Le Roy Blanchard, of the 23d Street Y. M. C. A., told of his experiences in teaching advertising during the eleven years he has been instructor in that school. He traced the development of the specialized courses in those institutions and told of the graduates who had made good in the advertising field.

He declared that some of the courses had failed because of the lack of experience on the part of the teacher himself. The man who has made and handled advertising talks to his students with greater authority than the one who has secured his knowledge only from study of text-books.

Mr. Blanchard said there were now 700 students of advertising in thirty-eight branches of the Y. M. C. A.

Charles E. Heyl, of the West Philadelphia High School, wanted to know whether it was advisable to have courses in advertising in high schools. He was told that the subject was already being taught in a number of such schools with fairly good success.

B. O. Bliven, of the University of Southern California, conducted a round table discussion of laboratory methods.

Awards for the best floats in the Ad Men's pageant on Monday evening were made on Tuesday. The two silver cups were won by the Victor Talking Machine Co., and the Chester Ad Club. Honorable mention was given to the Philadelphia and Reading Railway Co., Wilbur's Chocolate Bars, and Coca-Cola.

#### Russian Writers Organize

Russian writers in this country as special correspondents for newspapers and periodicals published in Russia have organized the American Society of Press Representatives of Russia. The aim of the organization is to assist its members in obtaining authentic information regarding American affairs to be described in the periodical press of Russia.

#### Wednesday's Session—Morning

PHILADELPHIA, June 28.—Attending the A. A. C. W. convention is no easy job. When you take up the programme and find fifteen or twenty sessions of departmentals and conferences going on at the same time you are a trifle bewildered, especially if you want to attend a half a dozen of them at the same time. The only thing you can do is to select one in which you are much interested and confine your attention to that one alone. Otherwise you can get nothing of value out of any of them. Then there are the general sessions that claim your attention. If you don't get out of bed by 7 o'clock you cannot reach the hall in time to be present when they open at 9:30 o'clock.

The entertainment features are of such a character that you want to take them all in. After you have had dinner and spent the evening at the Franklin Field, you go to one of the special cabaret shows and by the time you go to bed at 1:30 or 2 o'clock you are dead tired. "With never a yawn from daylight to dawn," is a fine thing, if you can stand the racket. If you cannot, a A. A. C. W. convention is a good thing to let alone.

This morning's general session was under the direction of Lafayette Young, jr., of Des Moines. Fully a thousand delegates were present when the proceedings opened. William Ganson Rose, of Cleveland, was the first speaker in the open forum on club matters. He described what he considered as a well balanced advertising club. After he had concluded his remarks he was asked when it was best to hold club meetings, at noon or at night. Mr. Rose replied that it depended upon the location of the club. If it was a large city, like Cleveland, for instance, it has been found best to hold the meetings in the day time. This was because most of the members live at some distance from club headquarters. In the smaller cities probably the evening is the best time to meet.

M. G. Kimball, of Plymouth, Mass., the next speaker told the delegates how to lay out a club programme in advance.

In many respects the most important feature of the forenoon was Merle Sidener's report of the Vigilance Committee's work during the past year.



The afternoon was given over to inter-departmental sessions and to conferences.

RECEIVED BY JOHN WANAMAKER.

Late in the afternoon John Wanamaker, America's foremost retail merchant, gave a reception to the delegates at his palatial store in Market Street. Between four and five o'clock more than a thousand of the visitors were personally greeted by Mr. Wanamaker, the introductions being made by President Houston, who seemed to know every one of them. Following the reception, tea was served in the beautiful tea-room on the eighth floor of the building. On leaving, the guests were given several books as souvenirs of their visit.

Mr. Wanamaker showed every indication of enjoying the presence of the visitors. Some of them he already knew, and to these he was especially cordial. It is very doubtful if there is another merchant in this country who has done more to popularize advertising than Mr. Wanamaker.

In the evening two thousand delegates went out to Willow Grove to hear Victor Herbert's Band. In addition to the set programme composed of his own composition a number of popular selections by other composers were rendered. In honor of the visiting A. A. C. W. Mr. Herbert wrote a march which was splendidly played by his men, and was heartily applauded.

The very warm contest between Cincinnati and St. Louis which has been going on for several months came to an end this afternoon, when St. Louis was awarded the prize. William Ganson Rose, of Cleveland, W. W. Cloud, of Baltimore, and Frank C. Rowe, of Toronto, were elected members of the executive committee.

Twice as big as that at the last convention in Chicago, the Travelling Exhibit this year is the finest ever staged by a national ad convention. Irvin F. Paschall, chairman of the committee and publicity chief, reported that the present display was in twelve sections, and that the arrangement had been planned to greatly increase its helpfulness. The Travelling Exhibit, comprising twenty-four panels, was taken to twenty-four cities during the year, and the panels for the coming season were displayed in the exhibit department in Houston Hall.

Censorship is necessary to protect the public from Emotion Pictures.

#### VARIOUS ELECTIONS ARE HELD

##### Officers of General Organizations Are Chosen at Philadelphia.

PHILADELPHIA, June 28.—The Financial Advertisers Association, in its annual meeting, held here to-day, elected the following officers:

President, M. E. Holderness, Third National Bank, St. Louis; first vice-president, G. W. Cooke, the First National Bank and First Trust and Savings Bank, Chicago, Ill.; second vice-president, J. C. Sims, Philadelphia Trust Company, Philadelphia, Pa.; third vice-president, H. D. Robbins, 43 Exchange Place, New York; secretary, N. B. Jackson, Cumberland Valley National Bank, Nashville, Tenn.; treasurer, O. Howard Wolfe, Philadelphia National Bank, Philadelphia, Pa., directors: M. E. Holderness, care of Third National Bank, St. Louis; F. O. Birney, Chicago Savings Bank and Trust Company; H. D. Robbins, 43 Exchange Place, New York; O. Howard Wolfe, Philadelphia National Bank, Philadelphia, Pa.

The association of American Directory Publishers, a departmental of the National Commission, elected William G. Torehlana, Philadelphia, president; J. L. Hill, Richmond, Va., first vice-president; A. V. Williams, Cincinnati, second vice-president, and Theodore F. Smith, St. Paul, secretary-treasurer.

Representatives on the National Commission from the Advertising Specialty Manufacturers were chosen as follows: H. B. Hardenburg, president of the H. B. Hardenburg Company, Brooklyn, N. Y.; Lewellyn E. Pratt, of Lewellyn E. Pratt, Inc., Advertising Service, New York, and H. H. Bigelow, president of Brown & Bigelow, St. Paul, Minn.

On Monday the St. Louis Post-Dispatch published a special four-page section as a "Convention Extra" to help the Advertising Club of St. Louis in its effort to secure the 1917 convention of the Advertising Clubs. The claims of the "Metropolis of the Middle West" were presented attractively in both text and picture, one whole page being given to half-tone pictures of striking views in St. Louis.

Two clever ad-women from Richmond, Va., are Beulah Dickenson, who writes the copy for Sauer's Extracts, and Mary P. Jordan, who conducts the publicity of the Richmond National Bank.

#### NOTABLE NEWSPAPER EXHIBIT

##### How Advertising Goes Straight Home Visualized in Remarkable Manner.

"Newspaper advertising goes straight home" and not only carries the message to the consumer, but also brings the appeal of the manufacturer directly before the storekeeper who must sell his goods.

This was the theme of the newspaper exhibit at the Philadelphia convention of the Associated Advertising Clubs of the World.

The factory, the store, and the home were shown linked together through the pages of a modern daily newspaper. Gigantic newspaper pages, sixteen times the area of an ordinary standard page, were used as the backgrounds. These had been carefully worked out and bristled with news matter concerning advertising.

On one side was the factory, on the other side was the home, and in the centre was a completely merchandized store. The counters and shelves of the store were filled with the products that are being advertised in the daily newspapers. On one side customers were buying, and on the other side dealers were selling the storekeeper, on the strength of the newspaper advertising.

An arrow running through the store, from factory to the home, bore the legend:

"Newspaper Advertising Goes Straight Home."

Panels along the base of the exhibit were utilized to show typical newspaper advertising campaigns and groups of photographs of store windows that had been taken during International Newspaper Window Display Week.

The exhibit was prepared under the direction of John C. Martin, president of the local committee of the A. A. C. of W., and William A. Thomson and Thomas H. Moore, director and associate director of the Bureau of Advertising, American Newspaper Publishers' Association.

The big newspaper pages which formed the background of the exhibit were especially made by the Bureau of Advertising.

During the convention the Bureau's newest booklet, "Your Messenger" was distributed to visitors.

Francis Bacon said that a tall man with brains is a rarity; for the reason that Nature is reluctant to trust this precious commodity so far away from the earth.

#### NEWSPAPER NATIONAL MEDIUM

##### Ideal Route to Reach Consumer Quickly, Says William A. Thomson.

In a speech before the National Advertisers' Departmental of the Associated Advertising Clubs of the World, on June 27, by William A. Thomson, director of the Bureau of Advertising of the American Newspaper Publishers' Association, on "The Newspaper as a National Medium," Mr. Thomson said, in part:

"Those of us who are interested in the newspaper as a national advertising medium believe that advertising successfully employed sells goods at a profit. We couple with this belief the conviction that newspaper advertising will perform quickly and economically this fundamental function, and we feel that our views are supported by an analysis of the national field.

"The daily newspaper is supreme as a local advertising medium. The general advertiser has made it supreme also as a national medium, because he realizes that a national campaign is simply a number of local campaigns added together.

"In 1915, advertising in the newspapers totalled the enormous sum of \$300,000,000. Of this amount, upwards of \$55,000,000 came from general advertisers. In the first quarter of 1916, newspaper advertising in the general field increased 35 per cent., and, barring accidents, the dailies will carry a total of fully \$75,000,000 in national advertising alone for the year.

"General newspaper advertising, while still making up the smaller percentage of the average newspaper's revenue, is becoming each day a more important item on the publisher's books. Newspapers are giving closer attention to the problems of the national advertiser. They are compiling facts about merchandising conditions in their communities which give the manufacturer an accurate business map for his campaign. In a word, they are doing their part to make newspaper advertising an exact business instrument.

"If your purpose in advertising is to get your goods to the consumer quickly and profitably, the daily newspaper offers the ideal route."

The one lone delegate, representing one lone club in one lone town—Andersonville, Ind.—Charles J. Weer, manager of the Herald Publishing Company, joined the Shreveport delegation shortly after his arrival.

# THE EDITOR & PUBLISHER

Entered as second-class mail matter in the New York Post Office.

New York, July 1, 1916.

**R**EADEr, now I send thee, like a bee, to gather honey out of flowers and weeds; every garden is furnished with either, and so is ours. Read and meditate.—H. Smith.

**M**R. OCHS warns against "lost motion in advertising." There is a good deal of this in the treatment of news, too. Both evils are on the wane. Meantime, it is better that a merchant should suffer from a reasonable amount of lost motion than that he should fail to create any motion at all.

**G**OV. BRUMBAUGH, in his welcoming address to the Associated Clubs, inveighed against the painted signs and other advertising devices, which he pronounced "a blot on the landscape." He suggested that the regular channels of communication were the legitimate fields of publicity. Is there any doubt anywhere as to what constitute "the regular channels of communication?"

**M**R. BRISBANE says that a good editorial is one which gets itself read, understood, and believed. The definition will not do. Perhaps the best editorials Mr. Brisbane ever wrote failed to get themselves immediately believed. To win mere assent is not to win belief. Belief in a statement of truth comes slowly, with the growth of the individual, with the clarifying of his vision. Paul, on Mars Hill, got himself heard, understood—but not believed. And, after two thousand years, his message is still before the people, and still seeking believers.

**I**F it shall be shown by the investigation now in progress that over-capitalization of the paper concerns is responsible, in part, for the movement to raise prices to the consumers, Congressional action may be invoked to correct this evil. Of all the devices created by which Big Business has been enabled to tax the people, the "watering" of stock has been the most popular. If that device has been utilized in the paper industry it will become the particular business of the taxed consumers of news print paper to see to it that an immediate remedy is found and applied.

**W**ILLIAM H. McMASTERS related in a recent issue of this newspaper an incident of his experience in developing a new advertising account which will seem like a chapter of personal reminiscence to many a solicitor for advertising. It required three years of patient and hopeful effort to get this advertiser to recognize his own opportunity. In every city there are successful merchants who owe their prosperity to the fact that some advertising solicitor haunted them, argued with them and finally convinced them. And the process is going on all the time in every city. Advertising solicitors who thus develop "new accounts" for their newspapers are, in most instances, developing real merchants for their cities.

## MESSAGE FROM THE MERCHANT-PRINCE

**J**OHAN WANAMAKER sent a brief open letter to the Associated Advertising Clubs—and managed to say about as much as most men could get into a long address.

He told them that in 1861, when he opened his first little store, he spent with the newspapers \$25 out of his first day's receipts of \$24.67. In recalling that fact he gave to other merchants the only "secret" attaching to his success. He advertised; he advertised in the newspapers; he advertised more than he could afford to. And he won.

"Our little allowance of advertising money," he continued, "went to the newspapers then, as it goes nearly altogether to-day, because if I ever have a monument for discovering anything it will be for finding out that the only advertising of direct and instant benefit to both merchant and customer is in the daily newspaper of known circulation. All others are vanity and vexation of spirit. To have learned this fact has greatly helped my enterprises, though often there has been serious discomfort in saying so publicly and in breaking away from posters, leaflets, and weeklies."

This latest testimony of John Wanamaker should be printed in the columns of every daily newspaper on the Continent, and printed with proper type-emphasis. It should be brought to the consideration of all merchants who are trying to do all things to all men by means of their advertising appropriations—who find it hard to resist the importunities of those who offer so-called advertising methods and mediums.

Store advertising is news; and the place to print news is in a newspaper.

## MORE THAN A MERE NEWSPAPER

**T**HE Circulation Managers were fortunate, this year, in the fact that their convention was held in Grand Rapids. For that city is the home of a newspaper that is something more than a newspaper—an institution of its city.

The Grand Rapids Evening Press is an excellent newspaper, reaching and influencing about every family in its field in which English is read. The people of the city think of it as a part of Grand Rapids—and for one very excellent reason. The management of The Press in planning the building in which it is published provided fully as ample space for a schoolroom as for editorial rooms, allotted great space for an assembly room, set apart liberal space in the basement for a swimming pool, shower baths, lockers, etc.

These provisions were made in behalf of the newsboys who sell the paper on the streets, or deliver it into the homes of the city. In the school, with its full morning session, there is employed a teacher from the public-school ranks. This year a number of the boys have been graduated from this school into the city high schools.

Thus the newspaper guards the health, morals, and education of the boys who work for it. The newspaper building is at once schoolroom and club for these boys.

The work done by this newspaper is not done at a financial loss. It pays. Not all newspapers could afford the initial expense of welfare work on such a scale as this, but all may undertake such work on the lines followed in Grand Rapids—and to do a little will be greatly worth while.

It was the feeling among the circulators, as they left for their homes, that they had been privileged to see, at

close range, a great example of welfare work; that such work, in connection with their own newspapers, should be feasible and highly profitable. They have been shown a result; they have been shown the means used. The lesson will not be lost.

## SELLING POWER OF NEWSPAPER ADVERTISING

**E**DWARD A. FILENE, the Boston merchant, addressing the Associated Clubs, stated that his experience in advertising had shown him that only one of every three thousand readers of newspapers actually buy articles they see advertised.

It is assumed that he refers to department-store advertising, covering articles of a wide range of values. If the immediate sales influenced for a department store through newspaper advertising may be approximated on this basis, it becomes easy to realize why advertising PAYS.

Applying these figures to newspapers of large circulation, in which a department store uses large space and advertises a great number of distinct offerings, we should find that the volume of sales resulting would be very large. The great Sunday newspaper, for instance, with its six hundred thousand circulation, should enable the department store to sell to two hundred people each article so advertised. Some of these articles would, of course, represent considerable value; others nominal value; but, taking the average, as represented by a page advertisement of a department store, the total volume of sales influenced by a page advertisement would be surprisingly large.

Mr. Filene does not refer to the "cumulative value" of all good newspaper advertising—yet, in this feature, as everybody knows, much of the profit lies. Every good advertisement makes new friends and customers for the store. The one in three thousand of a newspaper's readers who buys an advertised article is quite apt to be won, through that purchase, to a permanent allegiance to the store. Herein is the permanent value of newspaper advertising to a merchant. It enables him to widen the circle of his store's friends and customers day by day and week by week.

The profit in immediate sales, through advertising, is assured. The enduring profits come through friend-winning.

## THE TRIBUNE'S WORK FOR HONEST ADVERTISING.

**A**BOUT a year and a half ago the New York Tribune allied itself with a crusader—Samuel Hopkins Adams—and undertook to afford to him a newspaper channel, and unqualified support, in conducting a relentless campaign against all forms of misleading and fraudulent advertising, as well as against unfair merchandising methods.

The work has been carried on "without respect of persons" or considerations for Tribune advertising revenues. The purpose has been to enforce a code of honesty and square-dealing among merchants; to drive out of business fakirs and swindlers; to encourage merchants to follow a policy of making good on every sale, even though to do so should involve temporary loss and trouble.

In his "Ad-Visor" column in the Tribune, Mr. Adams prints letters from readers, detailing their shopping experiences. It is interesting to note that in these recitals the customers have often shown a desire to "get the better" of a merchant—to trade upon the generous policy of many merchants in respect to exchanging or buying back articles which have shown slight defects through brief use. As an example: One of the Tribune's readers

bought a pair of shoes from a dealer who had been under Mr. Adams's fire but a short time ago. After wearing the shoes for a few days, the customer discovered "an oil spot" on one of them. He brought it to the attention of the dealer, who gave him another pair of shoes. After wearing these for a time he found that the lining had bunched. He received another new pair of shoes in exchange—and, it is to be hoped, is happy, for he receives a store check from the Tribune for two dollars to reward him for relating his experience.

This instance is typical of many that are detailed in the "Ad-Visor" column. In this direction, therefore, the work Mr. Adams is doing places in the hands of people a weapon of coercion. Many instances have been related in which the dissatisfied shopper secured quick adjustment of a complaint through asking a merchant whether he was a reader of the "Ad-Visor." It is easy to see to what extent this weapon may be improperly used. Even in cases where the customer may make unreasonable demands, the average merchant would prefer to yield to them rather than to have the matter threshed out in the "Ad-Visor" column.

It will be contended, however, that this evil result of Mr. Adams's work is merely incidental, unavoidable; that it in nowise counterbalances the good accomplished.

One of New York's greatest stores—a store following the highest standards of merchandising—the Altman store, has withdrawn its advertising from the Tribune. The management objected to the printing, in the "Ad-Visor" column, of letters from patrons of the Altman store, whether of censure or praise. Mr. Adams administered a stinging rebuke to the Altman management for what he termed its sinister attempt to dictate to the Tribune concerning its editorial policy, and the Altman firm stopped advertising in the Tribune. The relentless way in which Mr. Adams has pursued his campaign has probably caused the loss of other desirable accounts; but this has not caused any weakening on the part of the Tribune management. Believing the work to be in the public service, it is continued.

The Tribune, as anticipated by its management from the first, has harvested a crop of libel suits. For the most part, these seem to have been brought by the class of mercantile adventurers for whose extinction Mr. Adams has worked fearlessly, and sometimes ruthlessly. The Appellate Division of the Supreme Court has just rendered a decision bearing upon many of these cases. It supports the contention of the Tribune that the past records of such plaintiffs may be laid bare by the defence. In the particular case thus adjudicated, this record was a had one.

The attitude of the Tribune's contemporaries in New York in regard to the work of Mr. Adams is one of "watchful waiting." They do not relish what some of the advertising managers characterize as the "holier than thou" attitude of the Tribune. They resent the inference that the Tribune, alone among New York newspapers, follows a strict policy of censorship and exclusion of undesirable advertising. For, while standards of censorship differ with different newspapers, all newspapers aim to keep their advertising columns clean and dependable. In every instance where they may fail to exclude misleading advertising, the failure reacts upon them destructively, for honest advertisers object to associating with crooks.

Meantime, the Tribune continues its crusade, supports its gifted crusader to the limit, frankly admits and corrects its own lapses from the code he prescribes, and holds to its faith in ultimate victory in a work of commercial regeneration.

Does it pay—will it pay? The Tribune shows consistent gains in advertising. The class of business carried is distinctly high. The circulation grows. In these facts the answer seems to appear.

## PERSONALS

"A good man and a wise man may at times be angry with the world, at times grieved for it; but be sure no man was ever discontented with the world who did his duty in it."—Southey.

**NEW YORK CITY**—William Randolph Hearst, owner of the American and Evening Journal, who underwent an operation for appendicitis at the Presbyterian Hospital, on Monday, is reported to be much improved. His physicians say that the operation was wholly successful, and his recovery should be rapid.

Robert C. McCabe, city editor of the New York American, who had been confined to his home for several weeks with illness, has returned to his desk.

Frank D. Root has rejoined the editorial staff of the Times. Mr. Root for many years was financial editor of the Independent, which recently absorbed Harper's Weekly. Prior to going with the Independent, he was Washington correspondent for the Times.

Arthur G. Dore, political editor of the Brooklyn Citizen, is a busy man these days. In one day recently he interviewed President Wilson, former Presidents Roosevelt and Taft, Charles E. Hughes, Gov. Whitman, and Gov. Johnson, of California. Mr. Dore formerly "covered" the Ridgewood section for Brooklyn papers.

Daniel D. Moore, editor and manager of the New Orleans Times-Picayune, and Mrs. Moore, are in New York city for a vacation.

Capt. George L. Norton, editor of the Marine Journal, has received notice from Gov. Whitman that he had been reappointed as a member of the Board of Governors of the New York State Nautical School for the term ending June 26, 1919.

The Rev. Dr. Joseph K. Wilson has resigned as editor of Zion's Baptist Advocate, of Maine, and taken a position as associate editor of the Baptist Watchman-Examiner, of this city and Boston. Dr. Wilson is the son of a Baptist clergyman. He was born in New Jersey, and was educated at Brown University and Croser Theological Seminary.

Herbert Flint, instructor in English at the University of Kansas, sailed on the Lafayette last Saturday, for a three-months' sojourn in France, England, and Switzerland.

Miss Gertrude Chrystal, who for many years was secretary to Hamilton Holt, editor of the Independent, has resigned and taken a position as stenographer to the editorial staff of the Tribune. Miss Chrystal recently took out her final papers as an American citizen.

George V. Rogers, general manager of the Tribune, is convalescing from an operation for appendicitis. He expects to return to his desk next week.

Robert H. Rhode is "covering" the Mexican border for the New York Tribune, with the Seventh Regiment.

Maj. Mortimer D. Bryant, of Bryant, Griffith and Fredricks, has gone to the front with the First Cavalry Regiment.

**WASHINGTON, D. C.**—George A. Morris, for the past three years associate editor of the Nashville Banner, has been appointed by Senator John K. Shields, of Tennessee, as his secretary. Mr. Morris is regarded as one of the brightest newspaper men of Tennessee, and before going to the Banner was po-

litical reporter on the Memphis Commercial Appeal.

William R. Helm, of the Associated Press, and Robert Smith, of the International News, accompanied Presidential nominee Hughes to New York.

Marq S. Watson, of the Chicago Tribune Bureau, who recently left for that territory, has augmented the large number of Washington newspaper men stationed along the Mexican border. Harry C. Carr, of the Los Angeles Times, who attended the National conventions for that newspaper, left for the Mexican border at the conclusion of the St. Louis convention.

Joseph P. Annin, of the Washington Herald, is a member of the National Guard of the District of Columbia, and will shortly leave with them for Mexico.

W. Sinkler Manning, of the Washington Bureau of the New York Times, has returned to South Carolina, where he will enlist in the National Guard of that State. Mr. Manning is a son of Richard I. Manning, the present Governor of South Carolina.

S. DeWitt Clough, president of the Advertising Association of Chicago, conducted more than one hundred members of the Association on a short sight-seeing tour here Sunday, en route to Philadelphia, to the A. A. C. of W. convention.

**PROVIDENCE.**—James C. Garrison, for two years an editorial writer on the Journal, has resigned to become the publicity agent for the Committee of Mercy in New York.

D. R. Hobart, a representative of Motorcycle Illustrated, New York, was here this week to assist in laying out a 600-mile motorcycle tour for the F. A. M. convention.

Percy Cantwell, Walter Cockshaw, and John E. Hetherman, of the Journal, and Ralph Balley, of the Evening Tribune, are among the newspaper men from this city who have donned the uniform of a soldier and are now in camp.

Thomas B. Brady, formerly with the Journal, but now with a New Bedford paper, is in camp with the cavalry.

Frederic N. Luther, editor of the Evening Tribune, becomes president of the Pen and Pencil Club, through the resignation of J. C. Garrison. He will act until his successor is elected at a special meeting next week.

Miss Nellie Harrington, of the Journal staff, has returned to work after a month's absence because of illness.

Thomas R. Dawley, jr., formerly connected with the Associated Press, has been engaged as an editorial writer for the Journal.

**BOSTON.**—Charles E. Parker, college sports editor of the Post, covered the Harvard-Yale boat races, at New London. He did a fine job, too.

H. F. Brock, city editor, and Robert L. Norton, political editor, of the Post, are spending their vacations at King and Bartlett Camp, Me.

H. Lyman Armes, who is spending his vacation at the Harvey Lake Inn, N. H., is expected back on the job soon.

James Walsh, the well-known Boston newspaper man, is covering religion and Irish society news for the Post.

Walter A. Mahan, a Boston newspaper man, and Worden Wood, marine artist, have enlisted. Mahan is with A Company, Ninth Massachusetts Regiment. Wood is a mounted scout with the Fifth Massachusetts.

**CHICAGO**—E. Marshall Young, of the Journal, received word last Saturday of the death of his brother John, who is a member of the Canadian Overseas Contingent, which is fighting in Flanders.

Mrs. Louise James Barglet has succeeded Anne Ellis as art critic for the Tribune.

Lucius Withers, formerly of the Tribune, is on the Sunday staff of the Herald.

Harold L. Satterlee, formerly of the Examiner, has joined the staff of the Kansas City Post.

Charles Grey has joined the local staff of the Evening Post.

Wallace Smith, of the Evening American, has been dispatched back to the Mexican border. Mr. Smith returned a fortnight ago, after several weeks at El Paso.

H. Elliot Stuckel, telegraph editor of the Journal, and Mrs. Stuckel are in the Wisconsin wilds on their vacation.

Jack Pegler, of the International News Service, was in Chicago last week visiting his father, Arthur J. Pegler, of the Journal staff. He had been on the Pacific Coast for several months.

G. W. Blake, of the Butte, (Mont.) Miner, was a Chicago visitor last week.

**SAN FRANCISCO**—Stuart Neal, who has been a member of the editorial staff of the Humboldt Times, of Eureka for the last year, recently severed his connection with that paper and is now in this city. He was formerly with the Associated Press.

Thomas Cannell and Frederick Woodworth, of the Los Angeles Associated Press Bureau, have just been transferred to the Arizona border. The new developments in the Mexican situation made it necessary to reinforce the A. P. force along the international boundary line.

Walter P. Jones, one of the best-known newspaper men in the Sacramento Valley, is the new city editor of the Marysville (Cal.) Appeal. He will aid Ashley Turner in getting out a live paper. Mr. Jones has had the Capitol assignment in Sacramento for several years and has covered the legislative sessions. George P. Hyde, who was formerly connected with another Marysville daily has joined the staff of the Evening Democrat of that city.

S. J. Harmeling has assumed control of the Randsburg Miner, and will act as manager of that publication in future.

**PITTSBURGH, Pa.**—John V. Hanlon, the Washington correspondent of the Pittsburgh Press, was a visitor in Pittsburgh this week.

J. Denny O'Neill, president of the Daily News of McKeesport, has been appointed Commissioner of Insurance, by Governor Brumbaugh, at a salary of \$7,500 a year.

A. P. Moore, president and editor-in-chief of the Pittsburgh Leader called on Charles E. Hughes in New York to chat with him regarding the policies of the party. Mr. Moore, who is in full accord with Col. Roosevelt, was one of Pennsylvania's leading Progressives.

Col. Rook, of the Pittsburgh Dispatch, is in New York looking over machinery, preparatory to installing some new presses and other additions to the Dispatch equipment.

M. Clyde Kelly, editor of the Brad-dock News-Herald and former State Congressman, had a degree conferred on him by Muskingum College, at its recent commencement exercises.

## ILLUSTRIOUS HERD OF GOATS

Is a New Philadelphia Advertising Order Formed to Boost that City.

PHILADELPHIA, Pa., June 28.—"The Illustrious Herd of Goats" is the name of a new organization, composed of advertising men and convention boosters affiliated with the Associated Advertising Clubs of the World. The members



ROWE STEWART.

of Chapter 1916 all belong to the Poor Richard Club's Convention Committee, and the present novel organization was effected at the Whitemarsh Valley Country Club a week ago Friday.

The members wear a distinguishing bronze medal, on which appears a goat rampant.

The membership of the new organization is made up as follows:

Rowe Stewart, general chairman; P. C. Staples, vice-chairman in charge of entertainment; Irvin F. Pasciall, vice-chairman in charge of details; Theodore E. Ash, general secretary; M. F. Hanson, J. S. Sims, Bartley J. Doyle, Charles M. Wessels, Harry T. Jordan, John R. Davies, John C. Martin, Gilbert C. Gable, Thomas R. Elcock, jr., F. G. Jones, C. C. Green, George Goldsmith, George Nowland, Joseph Potsdamer, E. J. Berlet, T. J. Mulvey, W. B. Tracy, Richard A. Foley, J. A. Wood, George C. Shane, W. Percy Mills, William H. Trump, and Howard C. Story.

"The Illustrious Herd of Goats" will take its place as a national organization, and the 1917 Chapter will be instituted in the city in which the 1917 convention is to be held. This chapter will be limited in membership to those who prepare for the convention.

The men who compose the infant organization have given this city wider publicity than any gathering held in Philadelphia since the Centennial Exposition.

It is assumed that future publicity campaigns for boosting Philadelphia will enlist the services of "The Illustrious Herd of Goats."

W. G. Davies, publicity director of the Cleveland Advertising Club, has sent during the week, from Philadelphia a daily story on the doings of the Clevelanders there, to the Plain Dealer.

Gerald Stanley Lee, authority on advertising, is writing a series of articles for the Newspaper Enterprise Association on "Preparedness by Advertising."

Daniel Dillon, an American newspaperman, who was imprisoned in Mexico City several weeks ago by the Carranza Government, was released from custody on June 28.

## NEWSPAPER DEPARTMENTAL OF A. A. C. OF W. RE-ELECTS ITS OFFICERS FOR COMING YEAR

Wednesday's Session of This Group One of Most Important Meetings of Convention for the Newspaper Clan—Thrilling Address by J.A. MacDonald—Relations of Solicitor and Advertising Agent, and the Press-Agent Abuse Among Subjects Discussed.

One of the most important meetings of the whole convention, to the newspaper clan, was that of the newspaper publishers' departmental on Wednesday afternoon. Not only were two of the most significant angles of the practical side of making a newspaper pay considered; the relations of the newspaper advertising solicitor and the advertising agent; and the press-agent abuse; but the delegates were given a treat in the impassioned and thrillingly eloquent address of Dr. J. A. MacDonald, formerly editor of the Toronto Globe. The latter was an unexpected pleasure not down on the programme, Dr. MacDonald having come to the city for another purpose. G. Edward Buxton, jr., of the Providence Journal, presided.

The following officers were re-elected for the following year: Lafayette Young, jr., Des Moines Capital, president; G. Edward Buxton, jr., Providence Journal, first vice-president; Jerome D. Barnum, Syracuse Post-Standard, secretary-treasurer.

Directors: Jeron D. Barnum, George M. Burbach, St. Louis Post-Dispatch; Richard H. Waldo, New York Tribune; William H. Field, Chicago Tribune; Fleming Newbold, Washington Star, and the officers.

Representatives on the National Commission: John B. Woodward, Chicago Daily News; F. D. Webb, Baltimore News, and Rowe Stewart, Philadelphia Record.

Vigilance Committee: Richard H. Waldo, W. H. Field, Fleming Newbold.

Richard A. Foley, of the Foley Agency of Philadelphia, famous for his wit, and business, as well as social acumen, talked to the publishers on the vital subject—"How Newspapers Can Improve Their Solicitations with Advertising Agencies." "Sometimes," he said, "I see as many as four representatives from one paper in one day, each man rooting for his specialty. This is waste of time for everybody. If a man is capable of representing a newspaper in one matter he ought to be in all." He likewise extolled "preparedness" for the interviewer, asking that the man from the newspaper consider the advertising agent's point of view, and present his subject from a "news" standpoint, with regard to the special conditions of the market.

Press agents or seekers after free publicity came in for a tremendous drubbing at the hands of L. B. Palmer, general manager of the American Newspaper Publishers' Association, who scathingly piled up case after case against the men and business firms who are robbing the newspapers of the country of millions of dollars every year.

Beginning with the first press agent in the country, the Indian who lifted a scalp (a useless procedure, for his victim was "a dead one") he planed back into the past to give a slap at Eve, and then got down to brass tacks. His first wallop was handed to the Brick Building Association of America, which raised the cry of danger from fire as a plea for their news stories. These, as proved by circulars sent out to the brick manufacturers, were mere-

ly designed to sell more of their product. "The pleading for space in the name of public duty," he said, "when stripped down to naked truth, always reveals the same ugly fact—greed for a free ride. The railroads ask for it on the score of public safety, the health departments and the doctors, on the score of public health and sanitation. Patriotism and even salvation can be made to carry the burden."

His mass of evidence was appalling, and his remarks were pointed by the circulars and copies of private letters from which he read extracts; sent out to members of the many cited organizations. He punctured the balloon of the "Dressmakers' Protective Association," headed by Elizabeth White, for which papers in Boston, New York, and Chicago fell, to the extent of pages of text and illustrations, and which merely encouraged the sale of the Royal Worcester corset. One big four-page sheet was headed, "How We Get Free National Publicity for the Truth About Canned Foods." This gave a list of 500 publications which used press matter and instructed members of the Association how they might secure publicity in their home towns through the papers, by sending them the specious arguments and the press articles which were furnished by the central organization.

The National Association of Piano Dealers even went further, telling the local manufacturer to have the matter taken to the paper by the advertising solicitor who, "in case of undue or obstinate refusal," was to threaten to withdraw advertising. "Demand an equal show with the auto enthusiast," said the screed. "Show them that the piano manufacturers are as much in earnest as the auto-makers." The jewelry trade campaign of last fall, got some horrid whacks, which hit us where we live. It was sweepingly successful—\$100,000 worth, to the men who made and sold jewelry, and the newspapers lost out in proportion. The Panama-Pacific Exposition was the next head slammed; 67,000 publications used articles, and the stockholders reaped at the end of the show two and one-half millions. The Illinois State Dental Co. sent a confidential circular, the Crown Cork and Seal Company, of Baltimore, told a tale of woe about disease-carrying paper tops for milk bottles—and sold more of their own stoppers, and the Crooked Teeth Society, of Chicago, got a mention. Then he arrived at the Hotel McAlpin, New York, and between ourselves, the publicity man of that operation was so resourceful you could hardly blame the editors, who must fill the public man with highly spiced titbits. Precious stones were found in the excavations, Kubelik played his violin, and the steel columns showed no vibrations, a workman discovered a diamond in a brick, heavy girders were so delicately balanced that they did not move until a flock of pigeons lit on the end of one, girls turkey-trotted on the high beams, and, as a finale, a traveller, who had grown used to throwing coins to naked Bermudans to dive for, announced he would fling a satchel of dimes to newsboys, his donation, how-

ever, amounting to \$2 in pennies. "The same management," said Mr. Palmer, "is to put up another hotel. How about it?"

Another phase of publicity was discussed with the plan of the Remington Arms Company, based on the educational plea. They gave prizes for the best essay on firearms, and, of course, expected notices in the news columns. One-cent postage, the Electrical News Bureau, the tinned milk canned crusade (sic) which "cost \$100,000 to the newspapers," the Borden's milk campaign, manoeuvred by William Dunwoody, who organized women's clubs to take up the pure-milk question, were other citations.

The speaker referred to the advertising agency which made a regular charge of 15 per cent., based on ad column cost for free space secured for a client, and told of the Chicago attempt to get the newspapers to publish recipes using oleomargarine. He wound up his attack by telling of the scheme to populate the Northwest, which dealt in billions, and brought \$1,159 to Canada for every dollar spent.

"There are many arguments in favor of the press agent," said Mr. Palmer. "It is said that the public really needs to be informed of certain things as in the case of the loud auto-horn and the facts put over through the advertising columns would be discounted as mere money-getters. But the arguments are all specious.

"Lately the situation has improved. Many ambitious plans have been exposed and scotched. In 1914, a representative of State charities said, 'The newspapers never get a square deal from charitable organizations, which prey on them for help.' The chairman of the Lumbermen's Association has stated that his body is not looking for free space. The Pompeian Olive Oil Company has announced that it has given up trying to secure free editorials, and has placed ads with 500 newspapers. A New York advertising agent who lost a big contract because a press agent for \$50 a week got on the job, protested, and investigated, and an active campaign of suppression followed. The Bethlehem Steel, the National Security League, the Belgian Relief Committee, and others have paid their money for publicity in advertising columns. The press agent threw through editorial lack of perception. He was doubly bad, because his activities not only destroyed confidence in the concern he represented, but hurt the newspaper in prestige as well as pocket. The remedy is in two words. Stop it. It rests with you newspaper men."

Dr. MacDonald's address was an urgent and moving appeal for the solidarity of Canada and the United States, in a movement after the war, which would prove to the world the triumph of democracy and result in permanent peace, and he urged the publishers to reflect that it rested with them to mould public opinion to that desirable end.

"Two years ago," he said, "we thought that we in North America were safe from war. Now, forty men of the Globe staff are somewhere between the Globe office and unmarked graves. God knows we have no men of such breed and blood to spare. Today our men are going out, and you can spare your best no more than we. It should not be. Even yet, for you, there ought to be some way to stop it. Our hope still is that, after the war, your country and mine will lead the world to other and better things. For 100 years, on your northern border, there

has been no battleship, no armament, and no fear. Why is there no conflict between your country and mine? Because back of all there is a common feeling and a common interest, represented by the democracy of two nations. The present struggle is costing us more in money and in blood than we can afford to pay, but it will be worth while if in the end we can join to unite the interests of our peoples so that we will be able to force peace on the war lords and those who want war. We must serve together. We must work together. Neither exploiting the other. For a century we have had 4,000 miles of border which has needed no protection on either side. The world has not realized the wonder of it. It was not for Briton we sent out our men—one thousand alone from the University of Toronto—but for the Little Peoples—whose only crime was innocence; Belgium, Serbia, Rumania, Armenia. With our less than 8 millions what hope is there for us in Canada if the Little Peoples are to be swept ruthlessly aside? If there was no defence for the Little Peoples of Europe, what defence would there be for us? Our business as newspaper men is not to do what our volunteers are doing, but to make public opinion. You and I, after the war, must lead the public consciousness in defence of public right, of public law. If it is to be brute force against brute force, army against army, navy against navy, the fighting machine will be keyed up, and before long they will be at it again. But we in America, and I mean Canada as well as the United States, must mould the public mind so that we shall have international law. Without it there can be no liberty, no justice. Every day for the past week we have published in the Globe the names of Canadians appearing in the official lists of killed and wounded. Sometimes there is a whole page. In Toronto last week there were 5,000 Americans who went out.

"We newspaper men are their representatives. You cannot be neutral. I cannot be. There is no neutrality for any man when democracy, liberty, and self-government are at stake. We must combine to teach the world, we, Canada and the United States, what real democracy means. And the task of leading the work is up to us newspaper men."

### NEW YORK POST ENTERTAINS

Publisher Scholz's Advertising Boys Made a Hit.

Harry Ahern, the genial advertising manager of the New York Evening Post, was master of ceremonies at the second cabaret of ad men, held at the Arcadia Café, Philadelphia, on Tuesday evening, at which several hundred persons were turned away. The Arcadia, according to one of the officials, seats about 500 persons. Mr. Ahern was assisted by the Newspaper Men's Quintet, composed of Lou Noll, George Kenney, Charles Kenney, Clifford Werner, and David Levine. From the time the doors opened at the Arcadia at eleven o'clock until the last light had been turned out the ad men made merrily. The representatives of the New York Evening Post furnished most of the music and entertainment, although Louise Dresser, who is now starring at Keth's, sang several songs which were well received.

The Cumberland (Md.) Evening Times has been elected to associate membership in the American Newspaper Publishers' Association.



## UNIQUE SYMPOSIUM ON CO-OPERATION PROBLEM

G. Edward Buxton, Jr., of Providence, R. I., Gives Newspaper Departmental of A. A. C. W. a Remarkable Series of Questions and Answers Concerning a Subject of Much Interest.

"A Study of Newspaper Cooperation; What It is and What It Should Be," was the subject of an able and exhaustive paper presented before the newspaper departmental of the A. A. C. W. Convention, by G. Edward Buxton, Jr., treasurer of the Providence (R. I.) Journal Company. He said, in part:

"In an endeavor to learn what is meant by newspaper cooperation, I recently sent fourteen questions to 80 newspapers, 275 advertising agencies, and some 30 national advertisers. The newspapers were asked whether they did perform various kinds of services in the name of cooperation. The agencies and advertisers were asked if they requested the specified services. It was my hope that a general response from the three points of view would dissipate the mists and reveal the shining presence of a new principle which should bring harmony and prosperity into the market place.

"Within a few days I received replies from almost every important business centre between the Rio Grande and Alaska. The several interests polled themselves in the following proportions: "Newspapers 54, advertising agencies 175, national advertisers 14.

"After a careful study of the returns I am able to report with authority. Newspaper cooperation, as practiced today in the United States and Canada, means something almost as definite as the phrase 'adequate preparedness' would mean if simultaneously defined by the Progressive party, the Women's Peace Party, the National Security League, and that earnest group of citizens who would protect our institutions with choral societies chanting, 'Kind words can never, never die.'

"Let me present the evidence. While only a few correspondents asked that their names be omitted from the discussion, I will, though solely tempted, refrain from any personal mention. The 54 newspapers are among the leading newspapers on the continent. The answers of the 175 agencies were all thoroughly examined and 49 organizations considered to be the best known and most influential were selected for special classification. The 14 out of 30 national advertisers who replied include several of the largest purchasers of newspaper space.

"QUESTION I—Will you sell the goods of an advertiser to dealers?

"Newspapers—Yes, 2; Occasionally, 4; No, 8.

"Do you ask newspapers to sell the goods of an advertiser to dealers?

"Advertising agencies—Yes, 3; Occasionally, 4; No, 41.

"National advertisers—All, No. But one adds, reflectively, 'Never have.'

"QUESTION II—Will you obtain reports of distribution?

"Newspapers—Yes, 33; Occasionally, 13; No, 8.

"Do you ask newspapers to obtain reports of distribution?

"Advertising agencies—Yes, 20; Occasionally, 8; No, 17.

"QUESTION III—Will you designate a solicitor to accompany the manufacturer or salesman and introduce him to retail trade?

"Newspapers—Yes, 24; Occasionally, 19; No, 6.

"Do you ask newspapers to designate a solicitor to accompany the manufacturer or salesman and introduce him to the retail trade?

"Advertising agencies—Yes, 6; Occasionally, 21; No, 20.

"National advertisers—Yes, 1; Occasionally, 4; No, 9.

"QUESTION IV—Will you solicit window displays for advertised articles?

"Newspapers—Yes, 23; Occasionally, 15; No, 12.

"Do you ask newspapers to solicit window displays for advertised articles?

"Advertising Agencies—Yes, 11; Occasionally, 15; No, 23.

"National Advertisers—Yes, 3; Occasionally, 4; No, 7.

"QUESTION V—Will you mail letters calling attention to a campaign which is about to start or which has started in your columns?

"Newspapers—Yes, 19; Occasionally, 25; No, 10.

"Do you ask newspapers to mail letters, etc.?"

"Advertising Agencies—Yes, 15; Occasionally, 12; No, 22.

"National Advertisers—Yes, 2; Occasionally, 3; No, 9.

"QUESTION VI—Will you mail proofs calling attention to a campaign of advertising which has started or is about to start in your columns?"

"Newspapers—Yes, 16; Occasionally, 24; No, 11.

"Do you ask newspapers to mail proofs, etc.?"

"Advertising Agencies—Yes, 13; Occasionally, 13; No, 22.

"National Advertiser—Yes, 2; Occasionally, 5; No, 7.

"QUESTION VII—Will you run readers describing manufacturer's goods in order to assist him in his distribution?"

"Newspapers—Occasionally, 8; No, 43.

"Do you ask newspapers to run readers, etc.?"

"Advertising Agencies—Yes, 3; Occasionally, 12; No, 31.

"National Advertisers—Yes, 1; Occasionally, 6; No, 7.

"QUESTION VIII—Will you print circulars made up of samples of the advertising which is to appear for use by the salesman soliciting the dealers?"

"Newspapers—Yes, 13; Occasionally, 17; No, 23.

"Do you ask newspapers to print circulars made up of samples of advertising, etc.?"

"Advertising Agencies—Yes, 3; Occasionally, 5; No, 41.

"National Advertiser—Occasionally, 1; No, 13.

"QUESTION IX—Will you supply lists of dealers who should be stocked in order to get good distribution?"

"Newspapers—Yes, 41; Occasionally, 6; No, 5.

"Do you ask newspapers to supply lists of dealers who should be stocked, etc.?"

"Advertising Agencies—Yes, 15; Occasionally, 9; No, 25.

"National Advertisers—Yes, 1; Occasionally, 3; No, 10.

"QUESTION X—Will you furnish data on population, per capita wealth, average wage, etc., on request?"

"Newspapers—Yes, 45; Occasionally, 5; No, 1.

"Do you ask newspapers to furnish data on population, etc.?"

"Advertising Agencies—Yes, 22; Occasionally, 15; No, 12.

"National Advertisers—Yes, 4; Occasionally, 2; No, 8.

"QUESTION XI—Will you publish cooking recipes for food advertisers when the name of the product is mentioned in the recipe?"

"Newspapers—Yes, 2; Occasionally, 5; No, 45.

"Do you ask Newspapers to publish recipes, etc.?"

"Advertising Agencies—Yes, 1; Occasionally, 4; No, 42.

"National Advertisers—Occasionally, 2; No, 6; Does not apply, 6.

"XII—Will you mail gratis a large number of marked papers to dealers on the start of a campaign?"

"Newspapers—Yes, 1; Occasionally, 12; No, 40.

"Do you ask papers to mail gratis, etc.?"

"Advertising Agencies—Yes, 2; Occasionally, 6; No, 40.

"National Advertisers—No, 14.

"QUESTION XIII—Will you accept advertising when it is conditioned on displaying the goods in your office and taking orders for them?"

"Newspapers—Doubtful, 3; No, 50.

"Do you ask newspapers to accept advertising when it is conditioned, etc.?"

"Advertising Agencies—Occasionally, 2; No, 47.

"National Advertisers—No, 14.

"QUESTION XIV—Will you accept advertising when payment is conditioned on amount of goods sold?"

"Newspapers—No, 53.

"Do you ask newspapers to accept advertising when payment is conditional on, etc.?"

"Advertising Agencies—Occasionally, 2; No, 47.

"National Advertisers—No, 14.

### REVIEWING THE TESTIMONY.

"Gentlemen of the Newspaper Departmental: The available testimony is now before you. The shining and harmonious principle has not, I fear, revealed itself. It is all a babble of confused voices talking in many tongues. There are, however, certain general impressions which remain after examining the various viewpoints. It is an obvious conclusion that many newspapers are offering more than the majority of agents and advertisers either require or believe to be reasonable.

"It is also apparent that many of the newspapers are offering the same special services for dissimilar reasons. A few have organized business-like facilities for special promotional work, and practically combine the functions of advertising counsellors, merchandise and sales departments, a job-printing office, and a consolidated branch of the United States Census Bureau, and the local Chamber of Commerce. Some of this little group are very positive that, as a business proposition, the work has paid and will return still larger results in the future.

"Other newspapers have gone about the matter of cooperation in a spirit of panic, striking at random, willing to do anything to get business, and apparently consumed with fear lest a powerful and active competitor gain a sudden and novel advantage. In the opinion of many of us, the publishing of daily newspapers is a pretty clearly defined business, even if the Department of Commerce does classify us under the head of Miscellaneous.

"We have definite functions and duties, although the wide limits of the news columns cover about every interest of the human brain and heart.

### HARMONY OF INTEREST LACKING.

"The newspaper sells white space to those who find it profitable to reach the public with business news concerning some private enterprise. The newspaper, the agency, and the advertiser all frankly expect to make money by pooling their interests. But the majority also intend to adhere fundamentally

each to his chosen activity. To use an extreme illustration: Suppose the dignified editor should permit the advertising manager to tattoo upon his back a legend urging the popular use of X Y Z stove polish, and the aforesaid editor should display his exposed shoulders for an hour each day on a crowded city street, meanwhile attracting still further attention by impersonating a whirling dervish. It would, doubtless, be good cooperation for a time with the advertiser who might cheerfully pay a very special rate. However profitable, it could hardly be considered a normal function of the newspaper business.

"This is very far from contending that the advertiser is entitled to nothing but white space, purchased with the implied suggestion, 'Let the buyer beware.'

"Every patron of the advertising columns is, surely, entitled to an exact statement showing the quantity of circulation purchased, where the circulation goes, and, in general, the kind of people who subscribe. He is further entitled to display his announcements in respectable company and to the positive assurance that the published rates are unflinchingly maintained. As an enthusiastic advocate of the flat rate, I also believe that no advertiser should be penalized because his resources are smaller than some more fortunate competitor.

"The advertiser should also be interested to know that he is buying space in a newspaper which has earned the confidence of its readers in the integrity and accuracy of editorial and news columns."

From this point to the conclusion of his paper Mr. Buxton reviewed separately the various aspects of the question and answers.

## Improve and Brighten Your Editorials

by use of  
The  
National Editorial Service, Inc.  
225 Fifth Avenue  
New York City

**Y**OUR next Editorials must be just as strong, just as pertinent and lucid, just as interesting and instructive as those of yesterday.

Keep them so by subscribing to The National Editorial Service, which has on his staff, 85 **RE-OWNED WRITERS**, each one a master in his or her special field.

The Editorials of our service are adapted to the requirements of the most progressive Newspapers in all parts of the country.

The service we offer brings circulation. Circulation brings advertising.

Write for full particulars.]

## SURPRISE FOR McKERNON

## Birthday Dinner Tendered New York World Circulation Manager.

For a short time last Saturday, James A. McKernan, circulation manager of the New York World, was a "world celebrity." The prominence was "thrust upon him" by joke telegrams and cable-



JAMES A. McKERNAN.

grams sent him by friends in the International Circulation Managers' Association on the occasion of his thirty-ninth birthday.

The celebration took place on the lake steamer trip of the Eastern representatives of the Association from Detroit to Buffalo. The receipt of a birthday greeting card by Mr. McKernan at his hotel in Detroit, shortly before the departure of the delegates for the East, had given the party the cue, and a dinner to him on the boat was arranged.

During the dinner, Mr. McKernan was showered with an almost constant stream of "presents" and telegrams and cablegrams. There were messages of greeting from Kaiser William, the King of Italy, the Czar of Russia, and King George, of England. The "telegrams" were from President Wilson and a number of Congressmen and prominent business men. There also was a "peace message" from William Jennings Bryan, and a note from the Heinz Pickle Company wishing him "fifty-seven kinds of luck and fifty-seven more birthdays." The "presents" were watches, chains, charms, and "diamond" rings.

## CIRCULATORS ON A JUNKET

## New York Crowd Visits Thriving Canadian Towns.

The New York delegation to the I. C. M. A. Convention, at Grand Rapids last week, made a detour on the way home to visit Windsor, Walkersville, and Ford, Canada, on an invitation extended by W. H. Adams, owner and publisher of the Evening Record, of Windsor, Ontario.

The delegation was met at the dock in Windsor by automobiles and escorted by Mr. T. C. Ray, secretary of the Industrial Bureau of Walkersville, where the visitors were shown through the bottling room and bonded warehouses of Hiram Walker & Sons.

Afterwards the party was entertained in the pergola and proceeded to Ford, where George E. Rason took special pride in showing the party

## A SUGGESTION FROM PRESIDENT SCHMID, OF THE I. C. M. A. REGARDING THE SALE AND DISTRIBUTION OF NEWSPAPERS ON THE MEXICAN BORDER.

THE INTERNATIONAL CIRCULATION MANAGERS' ASSOCIATION, as an organization, and its members as individuals, are undoubtedly interested in representation on the Mexican border since President Wilson has authorized the movement of State troops in that direction.

Concentrated effort in bringing about a distribution and sale of the various newspapers of the United States on the border would be of greater value than individual effort, and the idea has come to my mind, and has been suggested by another member of the Association, that steps be taken to employ a limited number of experienced circulation men to supervise the sale of various newspapers, rather than to have irresponsible newsdealers, who are flocking in that direction, to look after that part of our business.

If from fifty to one hundred of the big newspapers of the country will contribute a small amount weekly I am of the belief that they can all be served to a greater advantage than if they were to incur the expense alone. Troops from various States will be located in different places and naturally they will want their home newspapers.

If the distribution plan herein suggested can be successfully carried out the actual sale and distribution of papers to the troops can be taken care of by local newsboys who will be satisfied with the profit they derive from their sale. I am inclined to believe that if each newspaper entering into this arrangement contributed \$5.00 per week it will enable us to employ a sufficient number of experienced circulation men to look after this work in the right way.

Those newspapers that are interested in the plan will kindly communicate with me, with such suggestions as they may have regarding this matter. As it will take some time to organize, we kindly ask that quick action be taken by those interested.

Write, wire, or phone, to John M. Schmid, Circulation Manager, The Indianapolis News, Indianapolis, Ind.

their mammoth plant. Scenes in Australia were shown in moving-pictures.

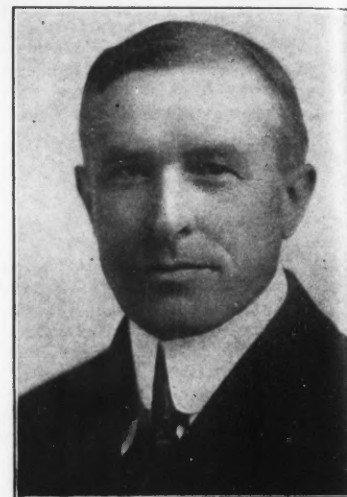
Mr. A. E. McKinnon, vice-president of the Hamilton Corporation, New York city, spokesman for the visitors, expressed the thanks of the delegation for the entertainment and hospitality.

Those in the party were:

Mr. and Mrs. W. J. Darby, Toronto Mail and Empire; Mr. and Mrs. J. L. Farley, Philadelphia North American; Mr. and Mrs. J. D. Simmonds, Atlanta Journal; Mr. and Mrs. J. N. Annenberg, of the Schenectady Union; Mr. and Mrs. J. F. Sweeney, of the Winnipeg Free Press; J. N. Chevrier, formerly president of the I. C. M. A., of the Montreal La Devoir; F. L. Frugone, publisher of the Bulletin Della Sera, New York city; Jas. R. Henderson, of the Montreal Gazette; R. Decker, of the London (Ont.) Advertiser; H. A. Disher, of the Ottawa (Can.) Citizen; J. D. Walker, Johnstown (Pa.) Tribune; W. F. Coe, Plainfield (N. J.) Daily Press; A. W. Cockrill, Utica (N. Y.) Press; J. A. Savadel, Fourth Estate, N. Y.; T. C. Ray, Secy. Walkersville Industrial Bureau; Mr. and Mrs. W. H. Adams, publisher Windsor Evening Record.

## Chicago Tribune's Growth.

The Chicago Tribune is priding itself, and justly, on its remarkable steady growth in circulation. It shows an unbroken record of increase since the enactment of the Bourne Publicity Law requiring sworn statements to the Government of average daily circulation. Its first Government statement, covering the six months ended on September 30, 1912, showed a daily circulation (exclusive of Sundays) of 220,500, and a Sunday circulation of 304,325. The latest statement, for the six months ended March 31, 1916, was: Daily, 359,651; Sunday, 585,934. The present circulation of the Tribune is in excess of 375,000 copies daily, and 600,000 on Sunday. The gain in advertising has kept pace. In the first five months of 1916 the advertising records of the Tribune for the corresponding period of 1915 has been bettered by 20 per cent.



LESTER DEWESE.

which was about 1891, the Repository had a circulation of around twenty-five hundred.

The pressman has instructions to run a certain number of papers. As the run proceeds, he attempts to estimate the quantity spoiled. To this he must add the number of times the counter registers, while he is weaving up a broken web. He adds the accumulation of errors to the number called for by the circulation total, and when that figure is reached on the counter he insists he has filled the order. The man in the circulation room is supposed to know how many papers are needed to cover the day's requirements. It stands to reason that, regardless of the total shown by the counter on the press, he must fill all of his orders. If more papers are needed than the pressman ran, the press must again be started.

So far as the pressman is concerned, he may have made an error in setting the counter. He could easily err in his estimate of the number registered as he was threading the torn web through the press, or even the counter may have gone wrong.

On the other hand, by innumerable ways the mailing room may have erred—an error of 50 or a 100 in making up bundles would not be hard to make. A duplication of labels in making up wrappers could easily result in a considerable loss. A small newsie could easily have slipped away with a bundle.

These in their various angles are some of the things that may have happened, and every one about the place still be sure he had made no error.

Nowadays on a circulation approximating twenty thousand, printed on a Goss Octuple Duplex, instead of the Cox eight-page Duplex, a difference of fifty between the circulation requirements and the pressman's count is not considered far off.

## Gillilan's Record Contract

Strickland Gillilan, humorist, has signed a contract for more money per minute than he once got per month, to make phonograph records as "official humorist" for the Starr Piano Company, which is building the Starr phonograph at Richmond, Ind. This is where Gillilan lived when he wrote the "Off Agin, On Agin, Gone Agin, Finni-gin" verses that put him on the map of the world. Incidentally and coincidentally that was the first "trial record" Gillilan made that resulted in the pleasant contract. Gillilan will be featured photographically on the cover of the first phonograph catalogue issued by the company, next month.

## UNACCOUNTED-FOR COPIES

## Difference Between Net Run and Gross Cross Distribution—What Is Reasonable.

BY LESTER DEWESE.

(Circulation Manager, Canton Repository.)

In the early history of the newspaper, one man did all the work on it. That is, he wrote the copy, set the type, and operated the hand-press on which the sheets were printed. The newspaper which I represent was produced in that way at its inception, and for some years afterward.

At the time I joined the carrier force, which was in 1881, about three and a half years after the daily was established, the news print was received from the mills folded by quires and bundled in reams or half-reams, depending on the size of the sheet. The paper was wet down the last thing in the day, for use the next day. The spoilage on the cylinder press run was small and could easily be counted as picked off the floor. But, like all humans, the pressman sometimes miscounted his quires when he was wetting down the paper. And while the oversight was generally noticed when the first side was printed, it happened frequently enough to be remembered throughout all the intervening years, that some of the last carriers had to be held until the last forms could be taken off the press and the first side printed to make up the shortage. That, by the way, was also the method used when any late news caused an extra sale.

Later, the advent of the folding machine caused an increase in the spoilage and these spoils had to be replaced by papers run the same way.

With the coming of the perfecting press the trouble reached the acute stage. The Repository was the first to install the Cox Duplex Perfecting Press which many of you perhaps know, printed from type forms an eight-page paper and delivered it folded. It used three of these machines, each one a big improvement over its predecessor, before the Goss Strightline Perfecting Press was finally installed. At the time the first Cox Duplex was put in,

GET CARRIERS' CONFIDENCE

Best Plan for Encouraging Independent Delivery Boys to Get New Business.

By T. J. KAVANAUGH,  
(Circulation Manager, Dayton (O.) News.)

The first thing a circulation manager, who has his work at heart, tries to do is to get the confidence of his carriers, to get them to believe in him and his paper. When these conditions



T. J. KAVANAUGH,  
New Director I. C. M. A.

are established with your organization, you will find very little trouble getting your carriers interested in anything you have to offer.

We handle about 400 independent carriers through 27 branches. We put up prizes to the boys for increases, and once a year, or probably oftener, we take them to the theatre. Every summer we take from 1,000 to 1,200 boys on a picnic. One of the best things we have ever pulled off, was during the roller-skating craze, about a year ago. We added, in a very short time, about 3,000 Sundays for 12 consecutive weeks. Nobody was walking those days; everybody used roller skates.

We recently gave a dollar circus ticket for five new Sundays. This brought us several hundred new readers for the Sunday News, in a very short time. I think we originated "Newsboys' Day." On that day we give the entire city and suburban earning circulation to the carriers. This rolls up quite a lot of money for them about Christmas time. I would not attempt to state what is the best plan, but *get the heart* of your carriers, and you will find them right behind the moving van.

Mergenthaler Office Entertains

On Saturday, June 24, Mr. and Mrs. Frederick J. Warburton had as their guests the entire New York office force of the Mergenthaler Linotype Company, of which Mr. Warburton is secretary and treasurer. The party of 130 left Grand Central Terminal in two reserved coaches on the New York Central. They were met at Hartsdale by special conveyances and carried to Arley, the Warburton's country home. Luncheon was served on the lawn, and the day was spent on the grounds of the estate. There were music and dancing, games and contests, and in the evening the guests returned to their homes, feeling that they had been royally entertained.

An advertisement must be something if it is expected to do something.

NEWSBOY WELFARE WORK

Circulation Men Play Important Part in Moulding Character of "Street Merchants."

By SIDNEY D. LONG,  
(Circulation Manager, Wichita Eagle.)

The newspaper is the big brother to the newsboy. They are partners in a big business. The newspaper for many years has been the starting-post of thousands of boys, big boys and little boys, into a business for themselves.

Each one of us can remember when we ran home from school all out of breath and begged, or borrowed, a couple of pennies of our mother, and, scarcely stopped running until we were at the alley door of the newspaper, crying impatiently, "Give me two," and soon were dashing down the street to our favorite customers, yelling the name of the paper we had purchased at the top of our voices.

The junior papers published by the circulation departments in many newspaper offices in America are carrying out an excellent course of encouragement and instruction to the newsboy. While they may be selfish on the part of the newspaper, yet their greatest value is in building up the ability of the newsboy, and setting on fire his higher ambition. The Junior affords the circulation manager and his force an opportunity to give the newsboy their experience and advice. It reaches the parents and instructs them and encourages their understanding and cooperation in the newspaper selling. It raises the standard of the street sales and of the boy. It encourages other boys to sell. The boosts and the articles written by the editor of the junior about the boy gives him dignity and recommends him.

It has proved to be a good plan to gather in the boys possessing a more executive mind and training them to mix in with the entire group. These boys will carry to the mass your counsel and good words. School-teachers should be reached and encouraged in the work of the little merchant. Preachers should preach sermons at stated intervals for the interest of the little merchant. Not to help the newspaper; but to encourage and cooperate with the little merchant. Newsboys' clubs and meetings should be organized for the instruction of the newsboy in his work—I would suggest along the lines of advertising clubs—wherein the boys of more developed mind would lead the meetings and discussions be created; questions asked and answered. He should be encouraged into the best possible companionship by raising the standard of the entire newsboy body.

Let us nationalize, yet internationalize, a movement through this Association for the improvement, the education, the protection, and betterment of the condition of the newsboys of every town in America. Let us get behind an international movement that will put homes for them in the cities and towns. Permanent summer camps, where they can fish and swim in cool, clean water and bask in the pure summer sun. Give the Chautauqua of education that will brighten their business intellect.

Ray Woltz, of Chicago, was one of the three men who arranged the first national advertising men's convention in the Windy City, thirteen years ago. There were just thirty delegates present. For two years he was president of the Chicago Ad Men's Club, and recently was elected sergeant-at-arms of the A. A. C. W. for life.

TIPS FOR THE AD MANAGER

John Lucas & Co., "Lucas Paint," 322 Race Street, Philadelphia, Pa., will place their advertising through Woodwards, Inc., 900 South Michigan Avenue, Chicago, Ill.

John F. Murray Advertising Agency, 17 Battery Place, New York city, is renewing contracts for the fall advertising of the Wyether Chemical Co., medical, 17 Battery Place, New York city.

N. W. Ayer & Son, 300 Chestnut Street, Philadelphia, Pa., will shortly start an advertising campaign, to be placed mostly in magazines, for the National Coffee Roasters' Association. The same agency is gathering newspaper data and will later place orders for a tryout campaign with newspapers in four selected towns for J. W. Beardsley's Sons, "Beardsley's Shredded Codfish," 474 Greenwich Street, New York city.

Thompson-Carroll Company, Cleveland, O., is making 3,000-line, one-year contracts with a few Southern newspapers, for the Miller Rubber Co., Akron, O.

E. E. Vreeland, 344 West 38th Street, New York city, is sending out orders to some newspapers in large cities for Torrey & Co., bankers, stock of Clyde Motor Truck Company, 60 Wall Street, New York city.

H. E. Lesan Advertising Agency, 440 Fourth Avenue, New York City, will shortly start a general campaign in 17,000 newspapers for a combination of railroads and for the associated railroads.

Consolidated Film Company, 204 West 146th Street, New York city, is transferring its advertising to Lee-Jones Advertising Agency, Republic Building, Chicago, Ill.

Delmonico, Wallace & Cutler, 1 Madison Avenue, New York city, are sending out copy to some New York State newspapers for the D. & C. Distributing Co., "D. & C." flour, Bush Terminal, Brooklyn, N. Y.

Messengale Advertising Agency, Atlanta, Ga., is placing 5,000 lines for one year for the Sweet-Dreams Company, Montgomery, Ala.

Ferry-Hanly-Schott is making out a 1,272-line schedule with a few Southern papers for the Nonspi Company.

Mahin Advertising Agency, Chicago, Ill., is sending out 2,000 lines, one year, to a selected list of papers for the Chicago, Milwaukee & St. Paul Railroad.

P. F. O'Keefe is placing 3,000 lines, six months, with a large list of newspapers for the Winchester Company.

Dunlap-Ward, Chicago, Ill., is sending out 5,000 lines, one year, to a few papers for the Grant Motor Car Corporation, Findlay, O.

The Beers Advertising Agency, of Havana and New York, is placing renewals for the advertising of "Alpha Cement," in a large Spanish daily of Havana. Copy runs once a week, eight inches, or two columns, with twelve changes, and will continue for thirty-three weeks.

DEM BOYS

The near Katzenjammer Page. A whole Comic Supplement in itself. Humor of the rip-roaring kind that hits everybody's funny bone. Action all the time.

Supplied in mats, 20 or 21 inches. Black or four colors; or in Printed Parts.

Send for proofs.

WORLD COLOR PRINTING CO.,  
R. S. Grable, Mgr.  
ESTABLISHED 1900 ST. LOUIS, Mo.  
See our Display in Room No. 144, Waldorf-Astoria, at the A. N. P. A. meeting.

Topeka

Daily Capital

Average net paid circulation for the six months ending March 31, 1916, as sworn to in Government report.

3 2 , 5 5 1

And as confirmed by report of The Audit Bureau of Circulations.

Arthur Capper  
Publisher,  
TOPEKA, KANS.

MANHATTAN PHOTO-ENGRAVING CO.



251 & 253 WILLIAM ST. COR NEW-CHAMBERS ST. NEW YORK.

R. J. BIDWELL CO.

Pacific Coast Representative of

DAILY NEWSPAPERS

SAN FRANCISCO OFFICE  
of the  
Editor and Publisher

742 Market Street  
SAN FRANCISCO

## RAILROADS OF U. S. JOIN IN CO-OPERATIVE AD CAMPAIGN IN 17,500 NEWSPAPERS

Appeal to Court of Public Opinion Through Advertising Columns of Every Newspaper in Country Against Threatened Strike of Train Service Brotherhoods—Will Take Three Weeks to Place Ads, Which are Handled by Nine Agencies.

**A**FTER six months of publicity "campaigning" in the news columns of papers throughout the country against the threat of a nationwide strike of conductors, engineers, firemen, and brakemen for higher wages, the railroads of the United States are now making their appeal to the court of public opinion through the advertising columns; and this appeal, in the extent of territory covered and the number of newspapers used, constitutes the largest advertising campaign ever yet undertaken.

The railroads are placing this advertising in every paper in the United States, both daily and weekly, devoted to the publication of general news—which means about 3,000 daily newspapers and about 14,500 weeklies, or a total of 17,500 papers.

It is a coöperative campaign—the largest coöperative effort in the history of advertising, for practically all the railroads of the country, representing a total of 250,000 miles of railway lines, have joined hands for the purpose of this campaign, and have agreed to pay the cost of the advertising pro rata, each according to its earnings.

### NEW PRECEDENT IN RAILWAY ADVERTISING.

This is probably the first time that every newspaper in the United States has been used for the publication of the same advertisement. The campaign is doubly significant, furthermore, in that it is the first in which all the railroads of the land have joined nationally, and in that it establishes a precedent for national coöperative advertising on the part of the railroads when they have something to say to the whole country. Undoubtedly it is only the beginning, and the railroads are likely to go into coöperative national advertising more and more in the future.

The campaign was started in some of the larger city dailies last Monday, and in the course of ten days or two weeks all the daily papers will have printed the same advertisement. The space used in every daily paper is the same, sixty inches, in the shape of a display of fifteen inches on four columns. In the weekly papers the same total amount of space will be used, but it will be divided between two different advertisements; and it is estimated that it will take about three weeks to secure insertion of both ads in all the country weeklies.

### "FEDERAL INQUIRY OR STRIKE?"

In the copy, which is headed "Federal Inquiry or Railroad Strike?" the railroads set forth that "faced by demands from the conductors, engineers, firemen, and brakemen that would impose on the country an additional burden in transportation costs of \$100,000,000 a year, the railroads propose that this wage problem be settled by reference to an impartial Federal tribunal."

The advertisement says that there are no differences with these employees, "whose efficient service is acknowledged," that could not be considered fairly and decided justly by such a public body. It quotes the formal proposal from the roads to the employees to submit the wage controversy to the

Interstate Commerce Commission, or to settle it by arbitration in accordance with the provisions of the Federal law (The Newlands act), and relates that "leaders of the train service brotherhoods at the joint conference held in New York June 1 to 15, refused the offer of the railroads to submit the issue to arbitration or Federal review, and the employees are now voting on the question whether authority shall be given these leaders to declare a nation-wide strike."

After giving reasons why the Interstate Commerce Commission is the public body best qualified to determine the question at issue between the roads and their employees, the advertisement concludes: "The railroads feel that they have no right to grant a wage preferment of \$100,000,000 a year to these employees, now highly paid and constituting only one-fifth of all the employees, without a clear mandate from a public tribunal that shall determine the merits of the case after a review of all the facts. The single issue before the country is whether this controversy is to be settled by an impartial Government inquiry or by industrial warfare."

### THE NATIONAL CONFERENCE COMMITTEE.

The advertisement is signed by the National Conference Committee of the Railways, which is conducting the campaign for all the roads. That committee is made up of the following railway officers: Elisha Lee of the Pennsylvania Railroad, chairman; P. R. Albright, general manager, Atlantic Coast Line; L. W. Baldwin, general manager, Central of Georgia; C. L. Bardo, general manager, New York, New Haven & Hartford; E. H. Coapman, vice-president, Southern Railway; S. E. Cotter, general manager, Wabash; P. E. Crowley, assistant vice-president, New York Central; G. H. Emerson, general manager, Great Northern; C. H. Ewing, general manager, Philadelphia & Reading; E. W. Grice, general superintendent of transportation, Chesapeake & Ohio; A. S. Greig, assistant to receivers, St. Louis & San Francisco; C. W. Kouns, general manager, Atchison, Topeka & Santa Fé; H. W. McMaster, general manager, Wheeling & Lake Erie; N. D. Maher, vice-president, Norfolk & Western; James Russell, general manager, Denver & Rio Grande; A. M. Schoyer, resident vice-president, Pennsylvania Lines West; W. L. Seddon, vice-president, Sea Board Air Lines; A. J. Stone, vice-president, Erie Railroad, and G. S. Waid, vice-president and general manager, Sunset Central Lines.

The National Conference Committee was persuaded to undertake this campaign in the advertising columns of the newspapers by the publicity men of the railroads. The copy was outlined and in good part written by Frank H. Fayant, publicity agent of the Eastern roads, who also has had general supervision of the placing of the ads.

### HANDLED BY NINE AGENCIES.

The detailed work of handling the campaign has been entrusted to nine advertising agencies, four in the East, three in the West, and two in the

## BLUE TAG SECTION HAS AGAIN BEEN AMENDED

Now Meets in Part, if Not Wholly, Objection of Publishers to Present Policy of Sending Second-class Mail Matter by Freight Trains—Unfair Discrimination Avoided.

WASHINGTON, D. C., June 28.—Section 7 of the Post Office Appropriation bill, commonly known as the "blue tag" provision, which enlarges the present policy of sending second-class mail matter by freight trains, has been so amended by the Senate as to meet in part, if not wholly, the opposition of publishers.

The motion of Senator Ashurst, of Arizona to strike Section 7 from the bill was lost by a vote of 25 to 39. Senator Ashurst led the opposition to Section 7 and made two speeches upon his motion to strike the section from the bill. Senator Norris, of Nebraska, had these words added to Section 7, as it appeared originally:

"But no publication shall be sent by freight if such methods of transportation results in unfair discrimination or in the undue delay of the delivery of such publication at its destination."

Senator Le Follette, himself a publisher, offered the court provision which provides for an appeal from the decision of the Department to the United States Court of Appeals of the Circuit within which the complaining publication is issued.

### SECTION SEVEN AS AMENDED.

Section 7, as amended, will now go to conference, and still further changes and modifications of it may be made by the conferees. The section as it now stands in the Post Office bill reads as follows:

"Section 7: That so much of section one of the 'Act making appropriations for the service of the Post Office Department for the fiscal year ending June 30, 1913, and for other purposes,' approved August 24, 1912, which provides that the Post Office Department shall not extend or enlarge its present policy of sending second-class matter by freight trains, is hereby repealed, but no publication shall be sent by freight if such method of transportation results in unfair discrimination or in the undue delay of the delivery of such publication at its destination.

"Provided, that whenever the owner of any publication required by an order of the Post Office Department to be transmitted by freight shall feel himself injured or discriminated against

South, as follows: H. E. Lesan Advertising Agency, Albert Frank & Company, and Frank Presbrey Company, of New York; the Boston News Bureau Company; the Cecil Advertising Company, Richmond, Va.; Johnson-Dallis Company, Atlanta; Sales Service Company, and Nichols-Finn Agency, Chicago; and the Gardner Advertising Company, St. Louis.

The plates and mats were made by the American Press Association and were distributed to the newspapers by the various branches of that organization.

No trade papers or class papers have been used for this campaign, and no magazines. The railroads felt that they could not make use of any publications except the newspapers because they wanted to get quick publication, and because it might be necessary to submit the copy to revision at the last moment.

## R. McC. Schields Goes to the Front

R. McC. Schields, assistant secretary of the Publishers' Association of New York city, is with his regiment, the Seventh, of New York city, on the Mexican border. Mr. Schields has been living in New York for some time, his



R. McC. SCHIELDS.

original home being in Illinois. He was the recipient of a pleasant surprise from his companion members of the Caswell Club on Saturday last. Theodore Palmer Seymour, president of the Club, also assistant publisher of the New York Evening Post, and Porter Caruthers, secretary of the Caswell Club, on behalf of the Club, presented Mr. Schields with a beautiful silk handkerchief made in the form of the American flag, as a token of their esteem.

he may apply to the Post Office Department for an opportunity to be heard; that upon such application being duly filed in writing, the order of the Post Office Department as to the transportation of such publication shall be suspended, and the owner of such publication shall have full opportunity for a full and fair hearing before said department. The testimony in such hearing or proceeding shall be reduced to writing and filed in the Post Office Department prior to entering an order upon such hearing.

### GIVES RIGHT OF APPEAL.

"That upon such hearing if the Post Office Department decides adversely to the contention of the publisher, such publisher shall have the right, within the period of ten days, after the date of the order of the Post Office Department made upon such hearing to appeal to the United States Court of Appeals of the circuit within which such periodical is published, for a review of such order by said Court of Appeals by filing in the court a written petition praying that the order of the Post Office Department be set aside. A copy of such petition shall be forthwith served upon the Post Office Department and thereupon the said department forthwith shall certify and file in the court a transcript of the testimony and the record. Upon the filing of the transcript the court shall have jurisdiction to affirm, set aside or modify the order of the department.

"The jurisdiction of the Circuit Court of Appeals of the United States to affirm, set aside or modify such orders of the Post Office Department shall be exclusive."

## NEWSPAPER CO-OPERATION DISCUSSED BY FAUST, BUXTON, AND THOMSON

Tuesday—Afternoon Session

MR. LAFAYETTE YOUNG, CHAIRMAN: For the benefit of those who were not here this morning, we had a session devoted entirely to one subject, "Advertising Cleanliness." This afternoon we have another entirely new subject, the subject of "Newspaper Coöperation." I have felt, and the officers and directors of the newspaper department have felt, that it would mean more business for all newspapers here represented; consequently, we have a representative from the agencies; one from the newspapers and another representative who represents all newspapers, Mr. Thompson, of the A. M. P. A.

The first speaker this afternoon is Mr. Paul Faust, representing Mallory, Mitchell & Faust, of Chicago. Mr. Faust is of the younger generation of advertising agents, has served his term as a newspaper advertising man, comes from Iowa, a really great State, now resides in Chicago, served a term, a long term, quite a sentence, with Lord & Thomas, and after that went into business for himself, but Mr. Faust is one of the serious-minded, industrious, able advertising men of this country. He considers advertising as a business and works at it.

I think one of the mistakes that newspaper men make is that they are apt to forget the other man's point of view. A newspaper man sitting alone in his office and receiving mail from agents around the country and their special requests and their special ideas, is apt to say, "Oh, that is some more of their graft," but you must remember that they have their own point of view representing their clients; and this afternoon we are asking Mr. Faust to give you the agency viewpoint of what newspapers should give in the way of legitimate coöperation.

He will then be followed by Mr. Buxton, a newspaper man who has made a great research on this subject. I have the greatest admiration for Mr. Paul E. Faust, whom I have known for a great many years, and I know that what he says will have value for your thoughtful attention.

Speaking on the subject "Newspaper Coöperation," Mr. Faust said, in part:

For Coöperation to be intelligently considered, or for Coöperation to be dispassionately viewed and discussed, it cannot be defined as many people have defined it.

Trade papers have called it graft. Some publishers have called it a new way of cutting rates. Some advertisers have regarded it as a "free lunch."

If Coöperation is any of these things, it cannot endure. If it is none of these things, what is it, and why is it necessary?

There must be merit in it or some of the most ethical, intelligent, and far-sighted newspaper publishers in this country would not advocate Coöperation with advertisers so positively; neither would they continue the service that they are now rendering so enthusiastically.

We have nothing to do with the misuse of the word Coöperation. It has been misused. We are concerned with the legitimate possibilities of a service from the publisher to the advertiser which must be based (1) on the self-interest of the publisher; (2) on helping the advertiser to succeed so that he is perpetuated as a customer of the publisher.

CO-OPERATION, AS WE VIEW IT, IS MERCHANDISING AID OR MERCHANDISING SERVICE. IT IS NOT THE ACTUAL SALE OF GOODS, BUT, RATHER, HELPING TO ORGANIZE A MARKET SO THAT SELLING IS SIMPLIFIED TO THE DEALER AND TO THE CONSUMER.

Perhaps the most general attitude of the newspaper publisher towards a service to the foreign advertiser is the objection to doing anything beyond the publication of a good newspaper, delivering it regularly to the subscribers and giving the advertiser a fair measure of circulation for the rate charged.

If a publisher believes in publishing news only, he is likely to find himself very much alone in a viewpoint a good many years old.

This is because the newspaper is constantly becoming more than a purveyor of news. News can properly be defined as "daily happenings." If a newspaper to-day were limited to that, it would be decidedly restricted in its scope. Publishers have found that news, as such, does not interest 100 per cent. of the people. So that for the newspaper to be of universal or 100 per cent. interest, something more than news had to be printed.

In many metropolitan dailies there are accordingly various features, such as editorial pages, fashion departments, household pages, automobile sections, real estate sections, book review sections, magazine supplements, photograph pages, comic supplements, and so on. These are all variously valued for their information, entertainment, and for the attraction and holding of subscriptions.

In a nutshell, the publication of news alone is not enough and there has to be added literary merchandise to keep pace with the competition from other publications and periodicals, and, in a word, to keep up with the times.

Twenty years ago newspaper publishers would have viewed the present-day newspaper as being just as unethical as many of them call misunderstood "Coöperation" unethical to-day.

The fact is, the newspaper business is developing. The point of view ten years ago, or even five years ago, must be revised if the newspaper is going to keep up with literary competition and finally with advertising competition.

When the newspaper elected to carry advertising, the newspaper assumed a responsibility to the advertiser as well as the subscriber. The publisher cannot long prosper and take money from the subscriber or the advertiser without giving ultimate satisfaction to both.

In the past, publishers have felt that their responsibility terminated with printing the advertisement of the advertiser. This was well enough until it was found that in an alarming number of instances advertising contracts published under those circumstances, probably would not be renewed at their expiration.

It has finally developed with observing publishers that it is a far-sighted policy to concern themselves in the real success of the advertiser for the purely selfish newspaper reason that in so doing they could renew business and increase business at less expense than they could possibly keep up their revenues by getting a new crop of foreign advertisers every year.

We come, then, to the point that if the newspaper advertiser succeeds, he renews his contract and perhaps increases his appropriation. If he fails, it is one more black eye for newspaper advertising, one more advertiser delivered to the magazines or to the billboards, or to the agricultural papers, one more blow to the efficacy of newspaper advertising.

If we admit the truth, we must start with the power of the newspaper as an advertising medium. It is safe to say that the newspaper which markets the millions of dollars of merchandise for the big retail stores of America is the most powerful local selling medium we have. It works the quickest. And we have documentary proof, in sales and subscription records, of the number of persons it actually reaches.

Contrast the two opportunities for results from newspaper advertising. With the department store they are almost 100 per cent. perfect. With the foreign advertiser they may be almost 100 per cent. imperfect.

Now you may say that this is no business of the newspaper publisher. You may say that this is no concern of anyone but the foreign advertiser.

Well enough, if you are prepared to do without the revenue that can be yours for reaching out a reasonably helping hand.

This "helping hand," as stated in our definition, does not mean selling goods.

The fact to be looked in the face is that in successful advertising the consumer, the salesman, and the dealer are of almost equal importance. It is not enough that advertising reaches the maximum number of consumers in any locality.

A number of journals have given special attention to foods. So that any kind of attractive mail offer in connection with food products advertising will show immediate expression of interest by traced-result responses from the readers of these publications.

We perhaps have not yet analyzed the full significance of all this, but it goes to show that as you educate the consumer you stimulate

(Continued on page 32)

## TUESDAY MORNING NEWS- PAPER DEPARTMENTAL

(Concluded from page 12)

MR. HENTHORN: I just want to say in corroboration of what the gentleman from Indianapolis has said that the effect of vigilance work in one town on business, in other towns is very evident. We had occasion with one of the raincoat companies in Louisville—the Crown Raincoat Company—where they said they operated a group of stores over the country, and the newspaper accepted their copy without any limitations. Well, we sent to the National Vigilance Committee and asked for information if they could supply any, and we also sent to the Philadelphia Committee as the man claimed he made a purchase there. This was after the Clafin matter. The Clafin man put his sign down in Louisville in 15 minutes because he had already been fined in Indianapolis, but we had to remind him that we were aware of the action that had been taken against him in Indianapolis and that some other action would be taken against him in Louisville if he didn't take his sign down. So while we were there, he went out and took his sign down, but after that he advertised a ten thousand dollar purchase from a Philadelphia concern and we sent to Philadelphia and also to the National Vigilance Committee and we got back some reports on that proposition, which showed that this corporation of which the Louisville store was one of the chain, purchased from this Philadelphia concern, in a year's time, eight thousand dollars' worth of goods, and that in this particular transaction a purchase was made of something like fifteen hundred dollars, and divided, I think, among four or five or six different stores. All we did was simply to walk in and lay before him the written report that we had and ask him what he was going to do, and he didn't answer us, but he walked out and pulled his signs out of the window. Now, that is simply an effect that we were able to bring about in Louisville as a result of what Indianapolis had already done. That emphasizes the value of the vigilance work in other cities and the impression that it will make on dishonest advertisers in your own towns by reason of the work that has already been done. We had no trouble with this man in Louisville because the work in Indianapolis had already paved the way for our action. We had one man there that we had to prosecute and we secured a conviction against him, but that was the only prosecution that we have had to undertake there in two years. We have always been able by moral persuasion or a display of strength or persuasion or a display of strength or that we wanted.

THE CHAIRMAN: We have another meeting at two o'clock, so I am going to declare this meeting adjourned.

### Form State Ad Club in Kentucky

The Associated Advertising Club of Kentucky has been organized by members of the advertising clubs of Louisville and Lexington. Robert Montgomery, of Louisville, was elected temporary president, and Maek C. Williams temporary secretary. Committees from the Louisville and Lexington clubs were appointed to organize clubs in other cities of the State. The temporary president and secretary were named as a committee to draft a constitution and by-laws, which will be considered at a convention to be called by the temporary officers.

**I**F you are intending to do some national advertising, the Promotion Department of the Shaffer Group of newspapers will gladly assist you with information regarding the trade territories in which these newspapers are located.

Chicago Evening Post  
Indianapolis Star  
Muncie Star  
Terre Haute Star  
Rocky Mountain News  
Denver Times  
Louisville Herald

### PROMOTION DEPT. SHAFFER GROUP

12 S. Market Street, Chicago

Net Paid 84,036  
8 Cents Per Line Flat

## The Pittsburg Leader

This is the paper that carries your message into the homes of the people that create and enjoy the prosperity of this industrious and prosperous community. In the first four months of 1916 the Leader carried 4,179,848 lines of advertising, a gain of 351,500 lines over the same period of 1915.

W. E. MOFFETT,  
Advertising Manager.

**In Philadelphia  
111% Gain  
In Advertising  
In May**

In May the Evening Telegraph gained 345,424 agate lines of hard advertising—a gain of 111% in comparison with the same month last year.

## Buffalo News

EDWARD H. BUTLER  
Editor and Publisher

"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."

MEMBER A. B. C.

Foreign Advertising Representatives

KELLY-SMITH COMPANY

220 Fifth Avenue Lytton Building  
NEW YORK CHICAGO

**The  
PITTSBURG PRESS  
Has the LARGEST  
Daily and Sunday  
CIRCULATION  
IN PITTSBURG**

I. A. KLEIN, Metropolitan Tower, N. Y.  
John Glass, Peoples Gas Bldg., Chicago  
Foreign Advertising Representatives

92,330

lines of advertising GAINED for the week ending June 3d over corresponding week of 1915.

6,118

more lines than the gain of any other Detroit newspaper.

Advertisers know why.

**The Detroit Free Press**

"Michigan's Greatest Newspaper"  
VERREE & CONKLIN { Foreign Representatives } New York Chicago

Colorado Springs

and

**THE TELEGRAPH**

An A. B. C. Paper

J. P. MCKINNEY & SON

New York Detroit Chicago

PLENTY OF

**MONEY AND GOOD CHEER**

That's the situation in

PITTSBURGH, PA.

Everybody Busy.

GAZETTE TIMES

CHRONICLE TELEGRAPH

Have the largest circulation.

Combination Rate, Daily 20c a line.  
Combination Rate, Daily and Sunday 22½c a line

For further information write

Urban E. Dice, F. A. Mgr., Pgh., Pa.  
J. C. Wilberding, J. M. Branham Co. R. J. Bidwell Co.  
225 Fifth Ave. Maller's Bldg., Chicago 742 Market St.  
New York Chemical Bldg., St. Louis, San Francisco

You MUST Use the

**LOS ANGELES EXAMINER**

to cover the GREAT SOUTHWEST

Sunday Circulation MORE THAN..... 150,000

The

**Pittsburg Dispatch**

Possesses a clientele all its own, representing incomes above the average. It reaches the actual buying power, therefore best for advertisers.

WALLACE G. BROOKE  
Brunswick Building, New York  
THE FORB-PARSONS CO.,  
Peoples Gas Building, Chicago  
H. C. ROOK,

Real Estate Trust Building, Philadelphia

What Do You Know About This?

The Times-Leader is the only one of the three New Haven, Conn., evening newspapers which opened its books to the recent audit of the Audit Bureau of Circulations. The S. C. BECKWITH SPECIAL AGENCY  
New York Chicago St. Louis

THE SAME

**CENTRAL PRESS ASS'N**

which supplied national convention reports by William J. Bryan, Irvin S. Cobb, and Samuel G. Blythe, furnishes day in and day out a practical, sensible illustrated matrix service. Ask for samples and prices. Write either to our eastern office in the New York World building, or our central office at Cleveland.

**DETROIT SATURDAY NIGHT**

guarantees and stands back of every advertisement it publishes.

G. LOGAN PAYNE CO.

New York Chicago Boston Detroit

## LIVE TOPICS DISCUSSED BY OUR READERS

[Under this caption we shall print, each week, letters from our readers on subjects of interest connected with newspaper publishing and advertising. Any publisher who desires help in the solution of his problems, or who has pronounced views on any subject connected with the business, is invited to contribute to this column. We are confident that such a column can be made of great value through the co-operation of our readers.—Ed.]

New York, June 28, 1916.

THE EDITOR AND PUBLISHER:

Reviewing the National Conventions, THE EDITOR AND PUBLISHER last week predicted the decline and fall of the special writer with the big reputation. The ground was taken that regular staff men covered the news so well that they left no room for the special writers.

I cannot quite agree with this view. It might as well be said that the regular editorial cartoonists of the country are doing such good work for their individual papers that there is no need for the syndicated cartoons and comic strips.

The Washington correspondent and the regular staff man cover a National Convention for its news aspects. They do a much better job at getting and reporting the news than any special writer possibly could. The special writers, like Blythe, Bryan, Cobb, and William Allen White, do not write news. They do not compete with staff men. They write analysis, color, humor, human interest. To say that such men do not add to the readability of any paper's convention service is wrong. They add a very great deal, and they will continue to do so in future years. Editors are wise. They know what sells papers.

The staff political writers should not feel that the special writers are competing for their bread and butter. The special men could never displace the regulars.

You remark that Mr. Bryan's analytical correspondence did not get over this year as in 1912. Let me remind you that the 1912 conventions were two magnificent battles, affording wonderful opportunities to an analytical writer, while this year's conventions were about as exciting as a series of fixed wrestling matches.

Virgil V. McNitt.

Greensboro Daily Record,  
June 26th, 1916.

THE EDITOR AND PUBLISHER:

Pardon us for overlooking the enclosed bill. We herewith enclose pay for the journal which we would not be without for its weight in gold. It might be of some interest to your readers to know that a newspaper can really increase in circulation to a great extent without premiums or voting contests. Since the new owners of this paper took charge and made it an exceedingly attractive newspaper, with the Associated Press Dispatches, State news, and home news, we have added nearly 1,600 new subscribers, and this in the short time of nine weeks. No premiums were offered and no voting contests held. We really believe that this is a record unequalled by any other paper in the South the size of Greensboro, a city of nearly 30,000 people, and we would like to know of the circulation manager who has ever equalled this increase without some side line. We secured the subscribers through merit, by merely showing that we are issuing a complete afternoon paper, sending out clean, genteel solicitors, and by the use of sample copies.

(Signed) The Greensboro Daily Ledger,  
By George R. Crater.

N. E. A. Indorses Simplified Spelling

The course of simplified spelling was endorsed by the National Editorial Association at its annual convention held in this city. The following resolution was adopted: "The National Editorial Association in session at New York city, June 19-24, desiring to cooperate with the National Education Association, the Simplified Spelling Board, and other educational organizations, in their efforts to accustom the general public to the use of simplified spellings in print, expresses approval of the 'Twelve Words' in use by the National Education Association since 1898, as follows: *tho, altho, thru, thruout, thoro, thoroly, thorfare, program, prolog, catalog, decalog, pedagog.*

George Schlosser, the secretary of the National Editorial Association, announces that his organization has adopted the indicated spelling of these words both in its printed matter and correspondence. It recommends similar action by individual members in their newspapers.

## ENGRAVERS AND PRINTERS

Why Each Blames the Other for Unsatisfactory Results from Plates.

M. C. Manternach, addressing the Graphic Arts Department at the Philadelphia convention, urged cooperation between the photo-engraver and printer. He said, in part:

"When results from printing from plates are unsatisfactory, it is a common excuse for the engraver to place the responsibility upon the printer, as not understanding how to handle the engravings, and for the printer to reciprocate by declaring that the plates were made too fine or too coarse a screen for the character of the work in hand.

"My experience has shown me that instead of the plate being at fault, even when the fault did exist, the responsibility was usually divided into almost four equal parts: the engraving might be mechanically imperfect; the paper on which the printer was attempting to print it might be unsuited to the type of engraving being used; the ink with which he was trying to print it might either be too thin, too heavy, lacking in spreading powers, or not having the necessary affinity for the stock on which it was to be used; and, fourth, and most important of all, an unskilled pressman.

"No engraver worthy of the name, or worthy of a place in the profession, should undertake to turn out engravings without knowing definitely their ultimate use. In our establishment it is a rule that full information must be obtained from a client as to just what use he intends to make of the engravings he is ordering. We even try to learn what kind of paper he proposes to use. We even go so far as to learn who is going to print them. And our experience has given us a knowledge of the peculiarities of the printers in our territory, to such an extent that I am willing to confess to you that if a client told us a certain engraving was going to Smith, we would not dare make it finer than 133-line screen, and if he said it was going to Jones, we would probably run it up to 150- or 175-line screen.

"I believe the time is at hand when it is very essential for the interests of the graphic arts in general that the engraver and the printer become more closely allied, and endeavor to eliminate the fear that the engraver is digging into the printer's territory, and vice versa."

## CONCLUDING THE GENERAL SESSION

(Concluded from page 12)

A. C. W. Our organization has gone on to the li-ness of an established institution."

The speakers were: Edward M. Hurley, of the Federal Trade Commission, "Cooperation from the Government"; Wilbur M. Nesbit, Chicago—Advertising Agents; Edmond B. Osborne, Newark—Advertising Specialty Manufacturer magazine of poster, or even the A. turers; E. T. Meredith, Des Moines—Agricultural Publishers; Wm. H. Ukers, New York—Business Press; Homer J. Buckley, Chicago—Direct Mail Advertising; Reuben H. Donnelley, Chicago—Directory Publishers; P. D. Oviatt, Rochester—Employing Lithographers; H. D. Robbins, New York—Financial Advertisers; Clyde Oswald, New York—Graphic Arts; C. Henry Hathaway, New York—Magazines; Harry Tipper, New York—National Advertisers; Louis Wiley, New York—Newspapers; Har-

## HIS PAPER SUSPENDED, EDITOR IS FUGITIVE

"Soo" Express Office Is in Hands of Military Guard After Censor's Decision Following Publication of Editorial Opposing More Recruiting in Canada—Publisher Suffers Personal Violence.

TORONTO, June 27.—Canadian publishers are reminded that they must walk warily. Last Friday's edition of the Sault Ste. Marie Express, published by C. N. Smith, a graduate of the Toronto Globe office, and for several years a member of the Ontario Legislature, was held up by the post office officials at the Soo, pending the verdict of the Chief Press Censor at Ottawa. That official visited the Soo on June 27, and ordered the paper suspended for three months. The ground of action was that the paper contained an article in which the recruiting of any more Canadians for military service in Europe was deprecated.

Mr. Smith has issued a signed statement regarding the matter, in which he says: "With reference to the peace article which appeared in this issue, I have to say that it was written from an impelling sense as a Canadian, and we feel that we did no more than give voice to the things which so many of our people are thinking, yet fear to express."

Opinion among local newspapermen regarding the action of the authorities is divided. Some consider it most high-handed and believe that it will do the cause of recruiting more harm than good. Others hold that the editor of the Express was doing a grave injustice to his fellow-countrymen who are fighting in Europe, by putting obstacles in the way of bringing the war to a speedy conclusion. It is rumored in some quarters that the pressing need for labor, now being felt in the steel works at the Soo, has been the motive for the editor's action.

A guard from the 227th Battalion is now in possession of the Express office. Mr. Smith, the editor, who was threatened with personal violence on Monday, at the hands of irate soldiers, took to flight and crossed the river into United States territory.

vey Conover, Chicago—Outdoor Advertising; E. Allen Frost, Chicago—Poster Advertising; L. L. Wirt, Wellesley, Mass.—Religious Press; Departmental President Elect—Retail Advertisers, and Dr. Reisner, New York—Religious Advertising.

Troy Times Now Sixty Five

The Troy (N. Y.) Times celebrated its sixty-fifth birthday on Sunday the 25th. In an editorial in the Times on the 24th, the paper is rededicated to "the purpose of truthful provision of news and the loyal expression of sentiment, a purpose begun and continued in this establishment by John M. Francis and Charles S. Francis."

Free Papers for Guardsmen

WASHINGTON, June 28.—The Washington Post has made itself very popular with the District National Guard now encamped, awaiting orders to go to Mexico, by furnishing free to the Guardsmen a special edition of the Post, which contains many features of interest to the soldiers. The Washington Times has opened its columns to the soldiers, and states that it will be pleased to print any communications received by it from the soldiers after they have been ordered to the front.

NEWS OF THE SCHOOLS OF JOURNALISM

[In this department will be presented each week news items from the Colleges and Universities in which journalism is taught. Occasional contributions are invited from such institutions, the only restriction being that the matter sent in shall be brief, important, and of general interest.—Ed.]

University of Missouri

Among the students in the special journalism short course offered at the University of Missouri this summer is J. E. Dowell, who owns a country weekly at Adrian, Mo. One day in class the question of interesting merchants in using space in the local paper was being discussed. Mr. Dowell offered his experience:

"I have a merchant in my town who uses not less than a half-page every week and at least one full page every month. Two years ago this man did not know what it meant to see his name in the paper in connection with an advertisement of his store."

"How did you get him started?" the professor asked Mr. Dowell.

"Well, I did it this way. I used every argument possible without success. Finally, in desperation, I went to him and offered to run a full page for him if he would give me one-half of one per cent of the resulting sales the following Saturday. He took me up, and after closing hours that Saturday night I helped him check up his day's sales. My part of the proceeds was \$19.50. Since my regular rate is only \$12 a page, it didn't require any further argument to get him to sign a contract."

Pittsburgh's Journalist-Soldiers

Pittsburgh newspapers have given numerous good soldiers from their staffs to regiments mobilized at Mt. Gretna Camp. Paul Revere, special edition man of the Dispatch, is a first lieutenant with the Eighteenth Regiment. Elmer Rupp, Sunday editor and dramatic critic of the Press, is a captain in the Eighteenth, in which G. P. Morris, Press photographer, and his assistant, Tom Hefeifinger, are privates. Walter Kunselman, of the Leader is also with the Eighteenth. Arthur G. Burgoyne, of the Gazette-Times, and T. E. Bingham, photographer on the same paper, are at Mt. Gretna with the troops. The day staff of the Tri-State News Bureau gave a dinner in honor of Gibbons Marsh, who has been assigned with the National Guard at Mt. Gretna and wherever they may be ordered. The Pittsburgh Post and Sun have installed a leased wire on the camp grounds and are giving a full local and national service, furnishing writing material to the boys for their letters and also setting up a reading room.

Baltimore Sun Soldiers

BALTIMORE, Md., June 28.—Twelve young men of the Baltimore Sun quit their jobs when the mobilization call came, and are now wearing military uniforms and doing military duty preparatory to probable service in Mexico. They are in Company H, of the Fourth Maryland Regiment. Three joined since the recruiting began last week; the others have been millitamen from six months to six years. The names are: Louis Felsher, Harry Handy, H. Crane, Walter Wassell, Morris Mund, Joe Beard, Al Hyman, J. Burns, W. Sacks, Max Cohen, and Joseph Dailey. All are privates except Wassell, the only married one of the number, and who is also the oldest, twenty-four years.

SUN MAY MERGE WITH PRESS

Rumor that W. C. Reick and F. A. Munsey Had Come to Understanding.

There was a report in New York city this week that William C. Reick, owner of the Sun, and Frank A. Munsey, owner of the Press, had come to an understanding whereby the two newspapers would be consolidated under one management.

The rumor was called to the attention of Mr. Reick by THE EDITOR AND PUBLISHER, who said:

"Mr. Munsey and I have been discussing business matters affecting our papers for a long time—nearly two years, in fact—but we have come to no definite conclusions. Whether we shall or shall not is very uncertain. There is nothing more that I can say at this time."

Mr. Munsey, speaking through Robert Davis, of the Munsey Newspapers Company, expressed a desire not to discuss the subject, saying that there was nothing that he could add to Mr. Reick's statement.

At the time THE EDITOR AND PUBLISHER was put to Press last night it was said the Associated Press would begin service to the Sun to-morrow. But this could not be confirmed.

The Times-Picayune Favors Enlistments

NEW ORLEANS, June 28.—The Times-Picayune has announced that it is the policy of that paper to encourage enlistment of members of its staff in the army and navy, in view of the Mexican situation. The board of directors has authorized the payment of full salaries to all enlisted men, who, prior to such enlistment, have been in the service of the Times-Picayune for at least one year, less the amounts they and those dependent upon them may be entitled to receive from Federal Government.

Herald Wins Advertising Suit

The case of the New York Herald Company against W. Ward Damon for the collection of an advertising bill was tried in the County Court of Westchester County, on Monday and Tuesday of this week, before Judge Frank L. Young and a jury at White Plains. The Herald put in a claim for \$1,212.97, and \$108.03 interest. Damon submitted a counter-claim for \$2,674, which he alleged was due him from the plaintiff for rebates. The jury brought in a verdict in favor of the Herald for \$912.34.

Daily Newspaper In Advertising

The Bureau of Advertising of the American Newspaper Publishers' Association, with headquarters in the World Building, sends out a brochure entitled "Your Messenger," in which the claims of the daily newspaper as the advertising medium of to-day are set forth with effective type, rubrication, and letterpress. It gives many illustrations of efficiency that tell eloquent stories.

New York Evening Post Issues a Booklet

The New York Evening Post, in a new publicity campaign it has instituted, has issued a neatly printed booklet in two colors, with an embossed portrait of William Cullen Bryant, its one-time distinguished editor, on the cover. The booklet sets forth the Post's constituency, and in a dignified manner is a bid for advertising patronage.

CENSORSHIP QUESTION CONCERNS WASHINGTON

Possibility of War with Mexico Has Led to Framing of a Bill to Regulate Press Dispatches—President Would Issue Proclamation—Capitol Correspondent May Be Censor.

WASHINGTON, June 27.—The possibility of war with Mexico has brought the question of censorship of the press to an acute state. Army and Navy officials are discussing at the present time the best method of perfecting an adequate censorship, and it is very probable that in a few days the heads of the several big press associations will be called in consultation with army and navy officials as to the method of censorship to be employed. The War College has drafted a bill, the substance of which will be put through Congress in record time should the emergency come, and would become effective immediately.

The tentative draft confers upon the President power to restrict the publication of certain information inconsistent with the defence of the country, whenever in his judgment the defence of the country requires such action, by issuing a proclamation prohibiting the publication of all news referring to the armed forces of the Government or the means and measures that may be contemplated for defence of the country, except when such publication shall have been duly authorized, and he may issue such regulations as may be necessary to render such prohibition effective.

The act makes it unlawful for any person within the jurisdiction of the United States to publish or cause to be published, or to assist in the publication of any information, facts, rumors, or news prohibited by the terms of the proclamation, except when such publication shall have been duly authorized under such regulations, and any person who so offends may be punished by a fine of not more than \$10,000, or by a term of imprisonment of not more than three years, or both.

"Somewhere in Mexico" is already a familiar heading of the press dispatches coming from that country, and not only the place of origin of the dispatch is to be censored, but the substance of press dispatches is to be more closely scrutinized and deleted when the legislation governing censorship is enacted.

MAY CHOOSE WASHINGTON MAN.

The newspaper men here have expressed the hope that should it become necessary to establish a censorship of news to be given out by the State, War, and Navy Departments, that the officials making the selection of the censors will not make the mistake which England did at the beginning of the present European war and place men in charge who deleted all news dispatches to such an extent that not only the news value was lost, but the copy rendered incomprehensible and valueless for publication. It is not expected any such censors will be selected by the present Administration, and should one of the Washington correspondents be chosen chief of this important work, which in all probability will be the case, there is no question that a man of sufficient ability will be secured, as Washington correspondents are thoroughly familiar with the demands and requirements of the news agencies here.

There's talk of Washington, D. C., going dry. Well, it wouldn't inconvenience our Senators and Congressmen to move the capital to Bourbon, Kentucky.

Advertising Gain in June

In June the Sunday edition of The New York Times published 364,551 lines of advertisements, a gain of 80,893 lines compared with June, 1915, and, deducting help and situation wanted advertisements, a greater volume than any other New York Sunday newspaper.

The average net paid circulation of The New York Times, daily and Sunday, for the six months ended March 31, 1916, was 334,744 copies.

Oil City—Penna.—Derrick

Member Audit Bureau Circulations. Complete detailed reports of the oil and gas industry. The Derrick covers the local field thoroughly, having double the circulation of any other paper in the Oil City and trading territory. It also has a large circulation throughout the oil and gas regions. The Semi-Weekly Derrick has a large circulation throughout the oil and gas region of the United States, Canada and Mexico.

Eastern Representative  
Frank R. Northrup,  
225 Fifth Ave., New York City.  
Western Representative,  
Frank R. Northrup,  
Association Bldg., Chicago, Ill.

The Pittsburgh Post

ONLY  
Democratic  
Paper In  
Pittsburgh.



CONE, LORENZEN & WOODMAN,  
Special Representatives  
New York, Detroit, Kansas City, Chicago

Printer's Ink

After two investigations, one in 1910, and another in 1913, unqualifiedly recommended LABOR PAPERS as the strongest kind of business pullers.

The New York Call

(Daily and Sunday)

is a leader in this class—the only Labor Daily published in the East and strong accordingly.

USE  
UNITED  
PRESS

FOR  
Afternoon Papers

General Offices, World Bldg., New York

Average Columns of Advertising Each Day in the Week for the Year ending May 31, 1916 published in

THE STAR  
WASHINGTON, D. C.

Columns	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	78	97	100	113	107	68	180

Every day is a good advertising day in Washington as people who read The Star have money to spend every day in the week.

## SUPPLIES

For the Press and Stereotype Rooms are increasing in price and becoming scarce and difficult to obtain. Our advice is to ORDER NOW while it is possible to secure supplies that later on will be entirely exhausted.

"Quality Goods Only"

New England Newspaper Supply Co.,  
Worcester, Mass.

## ATTRACTIVE OFFER FOR QUICK SALE

Two Duplex Flat-Bed Presses Replaced by Scott Web Presses

Ten-page press prints from type a 4, 6, 8 or 10 page 7 column paper at 5000 per hour.  
Twelve-page press prints 4, 6, 8, 10 or 12 page 7 column papers at 4500 per hour.

Send for further information

Walter Scott & Co.  
Plainfield, N. J.

Special representatives know that the greater the variety and volume of local business their papers carry, the higher the value of the papers to the national advertiser.

Many special representatives who know through years of observation recommend

**AD ART SERVICE**  
212 Press Bldg. Cleveland, O.  
to all papers on their lists.

**NEWSPAPER**  
prosperity is based on circulation.  
**FEATURE**  
elements of the right kind make and hold circulation.  
**SERVICE**  
by experts means material and methods that have been PROVED.  
Let us send you samples of our colored comics, daily and Sunday pages in black and colors.  
**Newspaper Feature Service**  
M. KOENIGSBERG, Manager  
37 WEST 39TH ST., NEW YORK

Now More Than  
70,000  
**The Sunday Item**  
New Orleans, La.

Wm. A. Woodbury's Book



Attracts Women and Girl Readers. The Subject and the Author Combine to make it a Happy Premium.

**ELIOT LORD,**  
110 W. 34  
New York

## NEWSPAPER CO-OPERATION

(Continued from page 29)

the consumer responsiveness to advertised goods. The magazines have found this a very legitimate thing to do. In fact, as a class, the most successful publications to-day have made a business of so departmentizing their text as to pay the maximum attention to the diverse household interests—particularly of the woman.

It is not out of place to repeat the comment of a newspaperman that the lack of attention to household interests by newspapers made the opportunity for this specialization work editorially by the magazines.

I think, for example, Mr. Owen Moon, and his associates, of the Trenton (N. J.) Times, would say that the editorial department of food matter has been one of the best subscription winners the Trenton Times ever used. We knew that this daily has four women editors who produce food pages and household pages of highest merit and broad scope. Mr. Moon feels that these household and food pages have been most effective in circulation building. We may or may not consider it incidental to this that the Trenton Times publishes a half-million lines of food advertising per year. One thing is sure—that after the food text had been published for a considerable time in the Trenton Times, it was very easy for the Trenton Times to get profitable advertising from local stores and from foreign advertisers and carry a three to five-page food section on a light day each week. The test is that when a foreign advertiser goes into Trenton he finds the dealers of Trenton in the frame of mind to place the advertised products in stock; so that the text pages of the Trenton Times devoted to household and food interest ultimately have a bearing on the success of the advertiser. And that is what concerns our company. Do newspaper publishers find that service to the foreign advertiser is profitable to the newspaper? We suggest that you ask Mr. R. H. Cornell, of the Honston Chronicle; Mr. Henry Doorly, of the Omaha World-Herald; M. C. C. Rosewater, of the Omaha Bee; Mr. Clarence J. Pyle, of the Wilmington (Del.) Journal; Mr. E. L. Clifford, of the Minneapolis Journal; Mr. Owen Moon, of the Trenton Times; Mr. L. B. Tobin, of the Lincoln Star; Mr. W. A. Elliott, of the Jacksonville Times-Union; the Worcester Gazette; Mr. Charles S. Diehl, of the San Antonio Light; Mr. Clayton P. Chamberlin, of the Hartford Times; Mr. J. S. Mapes, of the Beaumont Enterprise; Mr. Harvey R. Young, of the Columbus Dispatch; Mr. M. B. Reed, of the Bangor News; Mr. John D. Plummer, of the Springfield Union; Mr. W. L. Williams, of the St. Paul Dispatch; Mr. M. B. Reed, of the Bangor News; Mr. Fred H. Drinkwater, of the Portland Express and Advertiser; Mr. H. C. Rugg, of the Fitchburg Sentinel; Mr. Hugh B. Kenney, of the New Haven Register, and Mr. H. H. Horton, of the Muskogee Phoenix.

There are scores of other live wires who have seen the opportunity for themselves, for the foreign advertiser, and in making earnings by giving this co-operating or merchandising service.

**THE CHAIRMAN**—Gentlemen, it is an inspiration to hear an address such as just given by Mr. Faust, but this is a study of the whole field of newspaper co-operation. The next speaker, Mr. G. Edward Buxton, jr., treasurer of the Providence Journal and Bulletin, is one of the finest and ablest newspaper men in America. (Applause.) Major Buxton has made a great study and research by sending out a referendum on the subject, and he will give you an entirely different angle and viewpoint to this study of newspaper co-operation. I take the greatest pleasure in introducing Major Buxton of the Rhode Island National Guard.

Mr. Buxton's address was an exhaustive survey of the whole subject of newspaper co-operation. The address will be found on Page 25.

**THE CHAIRMAN**—Gentlemen, the next speaker is Mr. William A. Thomson, director of the Bureau of Advertising of the American Newspaper Publishers' Association. The Bureau of Advertising is attempting, on the part of the newspapers belonging to the Association, to solve some of their advertising problems in their own interests. Mr. Thomson has had a very wide ex-

perience. He has served as a reporter, as an advertising solicitor, as the assistant publisher of the New York Globe. He has been for several years in his present position. Mr. Thomson has a splendid power of analysis, a thorough comprehension of the newspaper field, a very splendid facility for expression. I am sure that you will be interested in hearing some of the conclusions that he has been able to draw from having visited almost every important newspaper section in the United States. He has talked with advertisers, advertising agents, and newspaper men. His paper is a concluding paper of this series to give you a survey of the whole field, and then it is open for your debate. I take great pleasure in introducing Mr. William A. Thomson, of New York.

Mr. Thomson made a marked impression. He spoke easily, gracefully, and told a number of good stories. His remarks, in part, were as follows:

The Bureau of Advertising is interested in the subject of co-operation, and it affects the newspaper business as a whole. The general advertiser, whose problem is country-wide, considers the newspapers as one medium. From his standpoint, it is not of so much importance to know what individual publications are willing to do, as it is to understand the co-operation that our combined medium is able or ready to undertake. For this reason, any form of co-operation that will serve to standardize the efforts of the newspapers is worthy of our careful consideration.

With most of us, the proof of the pudding is in the eating. Any form of co-operation that attracts new business and satisfies current customers and does this at a profit, seems good enough in many newspaper shops. It is difficult and sometimes embarrassing to strain the quality of success.

One of the dangers of co-operative work lies in the desire of one publisher to outdo a competitor in rendering service to the advertiser. The short-sighted advertiser is just as much responsible for this condition as the newspaper, and it is a serious problem as to how to curb his mistaken zeal in taking advantage of acute competitive conditions between newspapers in the various fields.

Help the individual advertiser all you can within the bounds of convenience and profit, but when you do any boosting, boost the newspaper advertising campaign behind the product and let the advertiser tell his own story of quality and price to the dealer. Tell the advertiser what he ought to know about your market, interest yourself in his problems, and interest the dealer in advertising in your newspaper. Join hands with the Bureau of Advertising in its efforts to line up the retailer on the side of general newspaper advertising, and the benefits that accrue from meeting the consumer-demand which it creates. In this way we shall solve to our best advantage the vexing problem of co-operation. In this way we shall create that standardization of which I have spoken, and this means a bigger, broader, and more compelling invitation to the national advertiser to enter our columns.

General newspaper advertising is growing by leaps and bounds. For the first quarter of 1916 it showed an increase of fully 35 per cent. over the same period in 1915. Behind this increase is the knowledge of the national advertiser that retailers favor newspaper-advertised goods. Let us keep this knowledge constantly before the national advertiser, but let us keep it true by holding the interest of the retailer. To do this, we must hold his confidence, and, whatever form your co-operative efforts may take, you may well ask yourself this question, before you put them in practice:

"How will the local storekeeper feel about this?"

**THE CHAIRMAN**—I am sure that any of these three gentlemen would be glad to answer any questions, and this matter is open for your general discussion. Does anybody wish to ask a question or illuminate the debate with an idea of his own? Has the subject been so fully covered that you are all satisfied? Mr. Ingersoll, representing the National Commission, has sent a representative here who wishes to present a matter for Mr. Ingersoll in connection with the accounting system. Mr. Wil-

liam Cooper, with your permission, will speak very briefly on the accounting system that Mr. Ingersoll is fixing as a part of the Associated Advertising work. I want to say that this is a wonderful thing. It is one of the biggest things that the Associated Advertising Clubs have ever attempted. If there are any manufacturers in here they had better learn something of this accounting system.

**MR. COOPER**—Mr. Chairman and Gentlemen—The basis of our accounting starts with the common sales book, and I would like to have you just pass that while I am talking. What is there in this for the newspaper man? This system has been devised after a great deal of painstaking effort by some very good men and some big men. As Mr. Ingersoll said yesterday, it has meant midnight sessions in the offices of big accountants in New York; it has meant the gathering together on quick notice several times of men from Detroit, from Boston, from New York; it has meant no little sacrifices and considerable personal expense.

It has this for the advertiser—it provides first, a uniform system of accounting for shoe dealers—this one system. There is in this system a column for advertising expense. Parver found that it was impossible to deal scientifically with the accounting for shoe dealers, because there was not uniform accounting, so it undertook to present to shoe retailers a system of uniform accounting and has done so, and only since that system has been adopted have we been able to get comparative figures and standards of practice for that industry.

Now, this is the only one. Within a few months' time we will have a system for the grocer, for the hardware man, for the druggist, and jeweller. These systems are of interest to others. They are of interest to the national advertiser, because they will show the merchant the speed of turnover and upon what goods he makes his profit. In this way, it will be a very simple matter for a national advertiser to go to a dealer and say, "You are making 25 per cent. on my goods, but you are turning them three times a year. You are making 30 per cent. on an unadvertised line, but you don't turn it but once a year. Now, on which do you make the most profit?"

It is of interest to the business man and the bank, because it will reduce the mortality. I imagine it is of interest to the newspaper man, because I dare say that in the business failure he, too, becomes a fellow creditor with the other unfortunates and has a bill unpaid. This serves the retailer section by putting in its hands a controlling account.

The system itself is comparatively simple, starting with the fundamental principle of the written record which can be audited. From the sales slip it goes to this record sheet, the business record. We have avoided technical terms. This sheet as you see it is an enlargement on one page of a cash book journal, on which we tell him when he puts something on this side, to put in a corresponding amount on that side, so that the two sides balance. This is his whole bookkeeping system in a sense, and he makes up his profit and loss sheet from these figures and footings. Any time that he wants to know where he stands, he makes his footings.

The old proverb that there's honor among thieves is all nonsense. Thieves are as bad as other people.

Manufacture of paper in this country consumes nearly 5,000,000 cords of wood annually.



## NEWSPAPER ACTIVITIES IN MANY CITIES

## Various Plans and Schemes That Are Being Employed to Build Circulation and Increase Prestige.

Addressing the section made up of advertising agents at the A. A. C. W. Convention, Cyrus H. Curtis said:

"I had luncheon with the Mayor yesterday, and he told me of the plans of the city to erect an immense convention hall which will cost more than had been originally intended, but which will serve a great purpose.

"Philadelphia is going hard after conventions, and I might take the liberty to announce at this time that I hope when this convention comes here again they shall meet at Sixth and Chestnut Streets.

"I have acquired the block bounded by Sixth, Chestnut, Seventh, and Sansom Streets. At the corner of Sixth and Chestnut Streets now is the first great newspaper building in America. When it was erected, in 1866, papers of the entire country from the Atlantic to the Pacific Coasts made prominent mention of it. A banquet was held in connection with its completion, and the accomplishment was made the subject of general celebration.

"I intend to erect on the site of this building, and I am even considering more space than the Public Ledger Building now occupies, one of the finest newspaper buildings in the country. It will be a real newspaper building.

"I hope to greet you there in the future. It will contain an auditorium which will accommodate such gatherings as this, and at Sixth and Chestnut Streets, too, we shall have a convention hall."

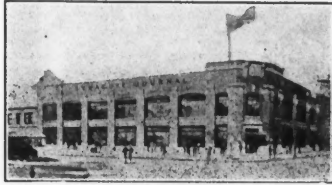
The Providence (R. I.) Evening Tribune medal offered to the school pupil who shall show the greatest proficiency in the reading of the Declaration of Independence, has been presented to Miss Grace H. E. Foley, of the Oxford Street Grammar School. She will have the honor of reading the Declaration at the July 4 celebration.

The annual outing to the male employees of the Providence (R. I.) Journal was held Sunday at the Warwick Club. A feature of the affair was the issuance of a twenty-page paper known as the Journal Junior, in which what purported to be inside dope on the happenings of the "family" was set forth in verse and story. Arthur W. Talbot was editor-in-chief. There were two feeds, and all forms of sports. The prizes were distributed by Stephen O. Metcalf, one of the stockholders of the Journal.

The Chicago Tribune has opened its annual summer camp for the benefit of the women and children of Chicago's tenements. The camp, which has been maintained successfully for several years, is situated on an excellent site near Algonquin, Ill., on the Fox River. Several new cottages have been erected this spring. There are nurses for the babies and play experts for the children, and medical attention for those who need it. Seven hundred and two persons had outings of a week or longer at the Tribune camp last year, and this summer it is anticipated that a larger number will be accommodated.

A theatrical manager in testifying to the cost of upkeep of a theatre, puts in an item of dusting the gallery seats. In the old days, before the movies, they were dusted at every performance by the "gods."

The new building of the Syracuse (N. Y.) Journal is in the heart of the city. There is a frontage of 198 feet on Fayette Street and 95 feet on Montgomery Street. The pressroom will be in the



SYRACUSE JOURNAL.

basement and extend up through two floors so that the presses may be seen from the street. The building will have light on all four sides and also from the roof. The equipment will be the latest in every respect. The business offices will be on the first floor, and the editorial, composing, and stereotype departments on the second floor. The work of erecting the new building is now under way.

Chautauqua Lake Special Section was the name of a group of clever pages put out by the Cleveland (O.) Leader Sunday in which the attractive features of that summer resort were extolled. According to George F. Moran, business manager, this is the first time in Cleveland a section devoted to one summer resort has been produced by a daily newspaper. He says 16,000 copies of the paper were ordered on the strength of the innovation. The same staff that worked up the Leader section helped to produce a similar section for the Buffalo Courier and one for the Pittsburgh Dispatch.

A vacation advertising page, in which articles necessary to the enjoyment of summer outings were advertised, was brought out by the Cleveland (O.) News. To arouse further interest some of the advertisements were printed in rebus puzzles. For the best solutions of these puzzles trips to Buffalo were awarded.

The Pittsburgh (Pa.) Leader had a picnic for the children of nine of the downtown schools of the city at Kennywood Park, June 20. A. P. Moore, editor-in-chief, was the host, and among the guests were many city and county officials. Everything in the amusement line, car-fares, and souvenirs were free, and the whole affair scored quite a hit.

The Baltimore Sun and Evening Sun have instituted their annual campaign for collection of a fund to supply poor, sick babies in Baltimore with milk and ice during the hot summer months. Six years ago the Evening Sun started a Babies' Milk and Ice Fund in the hope of doing something toward saving the infants, the aged and the sick from suffering and death. There was a generous response from the kind-hearted and charitable among its readers. Every year the fund has grown, in spite of wars and the hundred other calls upon the purses of the charitably inclined. Last summer \$26,000 was received and used in this work of conservation and humanity.

## NEW HOME NOW UNDER WAY

Des Moines (Ia.) Register-Tribune Building is Developing Rapidly.

The steel work for the new Register and Tribune Building at Des Moines, Ia., has been begun, after several weeks spent in constructing the concrete foundation piers. The building will be of Bedford stone, with polished granite first story. It will be absolutely fire-proof, with 68 feet frontage and 132 feet depth.

The first five floors and basement will be used for the offices of the Register and the Evening Tribune, and their job and engraving plants. The upper stories, which will be divided into elaborate offices, will be rented.

The first and mezzanine floors will be devoted to the business offices, the advertising and circulation departments of the newspapers. The presses will be in the basement, and can be seen through large plate-glass windows from the lobby and business offices. The editorial and composing rooms will be on the second floor. On the third floor will be offices of the publisher, editorial rooms, the library, rest rooms, file rooms, etc., and the art and engraving departments. The job printing department will occupy the entire fourth floor.

The building will be equipped with the latest improvements for handling business—the swiftest elevators, pneumatic tubes, the maximum of daylight, indirect artificial lighting, and time-saving devices. With the beginning of the superstructure the building will rapidly develop, but it will be several months before it will be completed.

In a vote taken by the Baltimore (Md.) Sun and Evening Sun of the readers of these papers on whether baseball and other innocent non-commercialized games should be permitted in Baltimore on Sunday, there were 10,582 ballots in favor of Sunday baseball and 1,323 against. The voting closed last Thursday, at midnight. Of those voting 71 per cent. were in favor, as compared to 29 per cent. against. A total of 2,251 women voted; 1,613 in the affirmative and 638 in the negative. Of the men voting, 92 per cent. were in favor of Sunday athletics.

To increase the paper's popularity the Baltimore News has instituted a children's weekly contest. Each week children under fourteen years of age are invited to send a story on some given subject, and each week a number of prizes are awarded to those children sending the best essays. This week the children are invited to send a sketch, pen-and-ink drawing, of their favorite movie hero or heroine, eight by ten inches in size. The makers of the three best drawings will receive \$1 each.

The Boston papers with Sunday editions are going after "used-car" advertising and are getting a lot of it. Dealers in new cars take many used cars in exchange, and are always overstocked. They have discovered that the way to move this accumulation is to advertise liberally. Those who do so are reaping rich harvests of sales.

## Sandusky Register Non-Returnable

SANDUSKY, O., June 29.—The Sandusky Register, which for years had been allowing both country and city agents to return up to 10 per cent., went to an absolutely non-return basis on June 1. Egbert H. Mack, the paper's general manager, says: "It is working beautifully, and we are going to stick to it forevermore and amen."

## Now Ready for Delivery!

LARGE SCALE  
MEXICO MAP

In Colors

Size 28 x 36 inches.

Can be combined with European War Zone Map, making ideal Reference War Chart. Special low price quantity orders. Exclusive territory reserved for Live Wire Newspapers.

Send 25c. for sample postpaid.

S. BLAKE WILLSDEN

Premium and Advertising Specialties.

1606 Heyworth Building, Chicago

The  
Baltimore News

heads our order list for Tanner's 1 Col. Puzzles, the feature backed by 14 years' continuous performance.

## The INTERNATIONAL SYNDICATE

Features for Newspapers

Established 1899 BALTIMORE, MD.

## Women's Features

Ask for samples of the following:

Olipant's daily fashion service. Rheta Childe Dorr's editorials. Zoe Beckley's "Her Side—and His." "Problems of Everygirl."

## The Evening Mail Syndicate

203 Broadway New York

Keen Publishers Everywhere  
Are Buying Electric  
Bulletin Machines.

They have written us letters giving their opinions. They make interesting reading. We wish we could send them to you complete.

Some of the letters are in our New Illustrated Catalogue. Why not let us send you one?

National Electric Bulletin Corp.  
New London, Conn.Ten Million a Week Says  
Government Report

A special service syndicated gratuitously to papers who desire live movie topics.

The Vitagraph Company  
of AmericaEast 15th St. & Locust Ave., Bklyn., N. Y.  
NEW YORK LONDON  
CHICAGO PARISSPECIFY  
CLINE-WESTINGHOUSE  
Motor and Control  
Equipments  
FOR WEB PRESSESSPECIAL MOTOR DRIVES for  
STEREOTYPE MACHINES

LINOTYPE MOTOR DRIVES

CLINE ELECTRIC MFG. CO.

Fisher Bldg., Chicago  
38 Park Row, New York

## CURRYCOMB IS WEAPON OF PRIVATE PATTERSON

One of Chicago Tribune's Heads Does His Bit of Military Service by Cleaning Mud Off Battery Mounts, Under Watchful Eye of Corporal Who is an Elevated Railroad Guard.

CAMP LINCOLN, Springfield, Ill., June 28.—How Private Joseph Medill Patterson, of Battery C, First Illinois Field Artillery, put in a busy day currying mud off the battery mounts is a bit of news of the day at Camp Lincoln, where seventy-five Chicago newspaper and advertising men who answered the call to the colors are encamped with the Illinois National Guard. In civilian life Private Patterson is one of the editors and publishers of the Chicago Tribune. The corporal in charge of the fatigue squad to which Private Patterson has been detailed is an elevated railway train guard when out of uniform.

Private Patterson took orders from Corporal So-and-So, the ex-"L" guard, cheerfully. And thus it goes here at Camps Lincoln and Dunne, where newspaper men of high and low estate are doing their bits and doing them conscientiously and patriotically. All are anxious to be speeding toward Mexico.

Hopewell L. Rogers, business manager of the Chicago Daily News and president of the American Newspaper Publishers' Association who is a member of Battery C, First Illinois Field Artillery, is also in camp here with that body.

Ronald Webster, an editorial writer on the Tribune, a private in Battery E, of the Second Artillery, after an arduous day's drilling finds time to pen some editorial copy for his paper, urging enlistments.

The Chicago soldier-journalists and ad men believe they have a greater number of their men in the ranks than any other city.

### TRIBUNE STARTS A FUND.

The Tribune, which has seventeen men in the ranks, has started a "Soldiers' Fund," to aid the families of National Guardsmen whose employers have not evinced enough patriotism to pay the absent soldiers salaries. The Tribune has engaged a corps of investigators and each day publishes several examples of Guardsmen's families who are left in want because the breadwinner is in uniform.

The Tribune started the fund with a \$1,000 subscription, and patriotic citizens are sending it up several thousands each day.

The American has started a campaign to send gifts to men at the front. It has made itself a forwarding agent for those who wish to send tobacco, cigarettes, articles of clothing, staple food, delicacies or anything that a soldier in the field might relish.

Sergeant Louis Chicoine, of Troop A, First Cavalry, who is a color artist on the Herald, marched off a bridegroom. The military wedding was staged in the Herald art room. When the call to arms came Sergeant Chicoine informed his fiancée, Miss Eulalie Lehman, and the two reached a quick decision to be married on June 19, the day before the First Cavalry left. Chicoine's associates summoned Judge Rufus D. Robinson and made arrangements to have the ceremony performed in the Herald office.

The prospective bride and bridegroom consented. Robert H. Williams, business manager of the Herald gave the bride away and Mrs. Dorothy Dulin, an

artist, acted as bridesmaid. The best men included a dozen members of the local and art staffs.

### MANY CAMP CORRESPONDENTS.

There is a veritable corps of correspondents from local papers with the troops at the two camps. A good many of them will proceed to the border with the regiments when they get the order to entrain. Among the staff men writing the activities of mobilization are: American—Harry Ruetlinger, Wallace Smith.

Daily News—Gene Morgan, Junius B. Wood, A. K. Sykes, and T. A. Ballantyne. The latter two are in the ranks.

Evening Post—Charles Grey. Examiner—Walter Hanson, Fred D. Pasley, Kent Hunter, W. C. I. Hallowell. Herald—Jack Lait, Richard Henry Little, Arthur D. Crawford.

Journal—Joseph D. Salkeld, William A. Feeney, Edward Johnson.

Tribune—Sidney Willis, Ben Kendall, Walter E. Roderick, Elmer Douglas.

## At Your Service

A successful newspaper man with all the qualifications Adolph S. Ochs of the New York Times says a newspaper manager should have: practical, intelligent printer, who knows his composing and pressroom; well grounded in the Reporterial and Editorial Departments; years of successful experience in charge Circulation, Advertising and Business Ends. 43 years old; good personality. Open for a managerial position in Newspaper, Publicity or Promotion work. Can come any time within two weeks. Address Worker, care Editor and Publisher.

## PUBLISHER'S NOTICE

The Editor and Publisher and the Journalist maintains an efficient corps of paid correspondents at the following important trade centres: Boston, Philadelphia, Toronto, Cleveland, Pittsburgh, Cincinnati, Detroit, St. Louis, Chicago, Atlanta, New Orleans, Dallas, Indianapolis, Washington, Baltimore, and San Francisco. Other correspondents will be added from time to time. Advertisers and newspaper men will find a ready market for stories of advertising achievements, news beats, etc., by addressing the main office, 1117 World Building, New York city.

Branch offices are located as follows: Chicago, Herald Building, 163 W. Washington St., Chas. H. May, Mgr., Phone Franklin 44; San Francisco, 742 Market St., R. J. Bidwell, manager, phone Kearney 2121.

The Editor and Publisher page contains 672 agate lines, 108 on four. Columns are 13 picas wide and twelve inches deep.

Advertising Rate is 25c. an agate line, \$100 a page, \$75 a half page and \$42 a quarter page. Position extra. Time, space and cash discounts are allowed on contracts.

Small advertisements under proper classification will be charged as follows: For Sale and Help Wanted, fifteen cents a line; Business Opportunity and Miscellaneous, twenty-five cents a line, and Situations Wanted, ten cents a line, count six words to the line. For those unemployed a fifty-word or eight-line advertisement will be published two times FREE.

Readers are urged to save the paper mailed to the home address. This will insure prompt delivery.

The Editor and Publisher sells regularly at 10c. a copy, \$2.00 per year in the United States and Colonial Possessions, \$2.50 in Canada and \$5.00 foreign, and is on sale each week at the following news stands:

New York—World Building, Tribune Building, Park Row Building, 140 Nassau Street, Manning's opposite the World Building, 33 Park Row; The Woolworth Building, Times Building, forty-second street and Broadway, at basement entrance to Subway; Brentano's Book Store, twenty-sixth street and Fifth Avenue and Mack's, Macy's corner, at Thirty-fourth St. entrance.

Baltimore—B. K. Edwards, American Building, Philadelphia—L. G. Bau, 7th and Chestnut Streets; Wm. Sobel, Bulletin Building News Stand.

Boston—Parker House News Stand. Pittsburgh—Davis Book Shop, 416 Wood street.

Washington, D. C.—Bert E. Trenis, 511 Fourteenth Street, N. W.

Chicago—Peunus Book Store, 37 N. Clark Street; Post Office News Co., Monroe Street; Chas. Levy Circ. Co., 27 N. Fifth Avenue.

Cleveland—Schroeder's News Store, Superior Street, opposite Post Office; Solomon News Co., 1111 Walnut Street.

Detroit—Solomon News Co., 69 Larned St., W. San Francisco—R. J. Bidwell Co., 749 Market.

## SITUATIONS WANTED

Advertisements under this classification, ten cents per line, each insertion. Count six words to the line. For those unemployed, not to exceed 50 words, two insertions FREE.

ADVERTISING MAN, five years editorial and practical advertising experience on leading daily in city of 80,000, finished copy writer, faithful and energetic. Can you use me? Address K 2066, care Editor and Publisher.

ADVERTISING SOLICITOR, wants position, 8 years' experience. Have position on daily, but want a change. Good references. Address Admon, 917 Main St., Lafayette, Ind.

BUSINESS MANAGER—With record of tripling earnings of paper he is now with, in less than two years, that desires change for reasons not concerning business. Also successful as managing editor of small daily. Capable of taking charge of either or both departments of daily in town of 20,000 to 40,000. Young, married, reliable. Address K 2069, care Editor and Publisher.

BUSINESS MANAGER—Seven years' practical experience in Office and Mechanical Management on paper of 24,000 in city of 100,000 desires permanent position as Business Manager of medium-sized daily. Middle West preferred. Young and aggressive, married, and now employed. Would be pleased to correspond should you have an opening. Address K 2063, care Editor and Publisher.

CIRCULATION MANAGER wants to hear of an opportunity. Seventeen years' experience and a clean record. Moderate salary to start. Address L 2074, care Editor and Publisher.

CIRCULATION MANAGER on Western daily with seven years' experience in all branches of work, desires change. Can furnish proof of ability. Efficiency and promotion with least expense. Address Box K 2065, care Editor and Publisher.

CIRCULATION MANAGER—Wanted circulation manager on large or small paper. Can furnish you the best of references. Address J. M. Morris, 948 10th St., Des Moines, Iowa.

CIRCULATION MANAGER—I want a job as circulation manager in large city or can handle other duties as well on small city daily. Thoroughly grounded in all phases of business end. Long experience in various-sized fields. Temperate and reliable; satisfactory references. Address Box K 2060, care Editor and Publisher.

CIRCULATION MANAGER—Trained right up to the minute, desires position soon after July 1st. If your circulation department needs new blood, more "zip" or re-organizing, my record and list of references will convince you of my ability to supply such needs. Address K 2058, care Editor and Publisher.

COMPOSING ROOM FOREMAN—Situation as foreman of daily paper. For many years assistant on one of most particular papers in U. S. Economical executive. Thorough printer and make-up. Ready to go any place. Address K 2068, care Editor and Publisher.

COMMERCIAL ARTIST: wishes position; one that offers opportunity as Advertiser's Assistant. Address A., care Editor and Publisher.

COMPOSING ROOM FOREMAN. — Position wanted as foreman of daily paper. Experienced young man of 15 years on some of best large city papers. Thorough printer, make-up and executive. Will go any place. Address K 2053, care Editor and Publisher.

EDITORIAL MAN wants position as reporter, city editor or desk man on paper, in town of at least 12,000, afternoon publication preferred. Can take phone service, read proof, write heads or report. Have had three years' experience and two years college journalism. Must have work; can come at once. Good references. Address M. F. Bovard, Marselles, Ill.

GENERAL MANAGER — Open for immediate proposition. Thoroughly seasoned in all branches of newspaper making. Young, energetic, and able to make your proposition go. Address X. Y. Z., care Editor and Publisher.

REPORTER, with five years' experience, now employed on daily in city of 65,000, wants position on evening newspaper. 24 years of age, married, and a total abstainer. Can furnish best of references. Address "F. T. W." care Editor and Publisher.

Successful Evening Newspaper in big growing Southern city can be purchased on easy terms.

A broad gauge live wire editor handling this property can make \$40,000 per annum. Owner has refused options. Quick action necessary.

Write for particulars to "Owner" L 2070, care Editor and Publisher.

\$25,000 cash available for first payment on a daily newspaper property. Must be dominant newspaper property of its field. Proposition N. W.

## CHAS. M. PALMER

Newspaper Properties

225 Fifth Ave., N. Y. City

# \$9,500.00

One half in cash, will buy Evening Daily located in good city within seventy-five miles of New York City. Equipment includes one linotype.

## HARWELL, CANNON & McCARTHY,

Newspaper and Magazine Properties. Times Bldg., New York

Average annual receipts \$45,000. Net, \$7,000 to \$10,000. Equipment invoices, \$34,000. Building valued at \$20,000.

Central state republican evening paper. Price, \$55,000; without building \$35,000.

Proposition 919x.

## H. F. HENRICHS

Newspaper Properties. LITCHFIELD, ILL.

## Newspaper Properties for Sale

ILLINOIS DAILY in small solid city with no competition. Earns on valuation of \$6,000, including linotype. Light overhead expense. Price \$1,500 with \$2,500 down, to reliable publisher, who can handle all but mechanical end. Client "MARCO".

HALF INTEREST in best daily in city of 12,000 west of Missouri River. Plant worth \$20,000 and earning full dividends on that valuation. Experienced reliable advertising man prepared to pay \$10,000 down and assume position at once can get long time on balance of \$5,000. Client SAYRE.

FINANCIAL JOURNAL in large Central West city. Founded 22 years ago and yielding annually upwards of \$3,600 net. A field peculiarly its own. Most of its 400 advertisers have used the paper over ten years. Reasons for selling purely personal. A price of \$7,000 with \$3,000 down, balance long time will be given a capable publisher who can act immediately. Wire or write immediately. Client D. F. W.

CENTRAL WEST Democratic small city Daily, splendidly equipped, offered at \$8,000 which is but two-thirds of inventory value and 60% of annual business. One-half interest for \$4,000 to good advertising and editorial man who will take immediate possession. Unusual opportunity. Wire for particulars. Client B. B.

*A. S. Porter*

118-120 Griswold St., Detroit, Mich.

## HELP WANTED

Advertisements under this classification, fifteen cents per line, each insertion. Count six words to the line.

MAILING CLERK—Wanted on a metropolitan daily, a clerk who understands working the Dick System of Mailing Lists. None but expert need apply. Good chance for quick, intelligent worker. State salary desired. Apply L 2076, The Editor and Publisher.

WANTED—Young man, experienced in either editorial or business department of magazine or newspaper to take good position with the most rapidly growing farm magazine in the Southeast. Must have \$5,000 to invest. Address Box 1177, Jacksonville, Fla.

**AD FIELD PERSONALS**

Leavitt Corning, of the Corning Advertising Agency, St. Paul, has been renominated for the Legislature. He is a Republican, and had no opposition, nor will the Democrats have a candidate against him in November.

George Nowland, advertising and sales manager of the Fels-Naptha Soap concern, will sever his connections with that firm on July 1. He is a vice-president of the Poor Richard, and has been in the employ of the Fels Company for nearly twenty-five years.

George B. David, of 171 Madison Avenue, New York, has been appointed Eastern representative of the Wilton (Conn.) Star.

Broadus Wilson, formerly a representative of the New Republic, is now with the Wales Advertising Company, 110 West 40th Street, New York city.

R. H. Courtney has severed his connection with the Spiller & Courtney Advertising Agency, of Louisville, Ky. The business will be carried on by Caryl Spiller, senior member of the partnership.

Dana E. Jones, formerly advertising manager of the Erie, (Pa) Dispatch, has been appointed secretary of the Erie Manufacturers' Association.

Matthew S. Higgins has resigned as advertising manager of the George F. Keith Company, makers of Walkover Shoes. Mr. Higgins had been with the company for twelve years. He has not announced his plans for the future.

Gustav Simon has been engaged by the International Mining & Refining Corporation as its advertising and promotion manager. He will make his headquarters at the banking house of Waitzfelder & Company, 25 Broad Street, New York city. Within the next few weeks Mr. Simon will have the placing of a large amount of advertising for the International and Intercontinental Mining and Refining Company.

John Lee Martin, former president and founder of the Mahin Advertising Agency, of Chicago, and now of New York city, has been spending a week in Baltimore visiting friends and old acquaintances there, and in Harford County, Md.

L. B. Allen, who for some time past has been working as a newspaper representative in Chicago, has taken a position in the Chicago office of Cone, Lorenzen & Woodman.

**J. M. Brown Goes to Houston Post**

J. Montgomery Brown, for the last two years manager of the Fort Worth (Tex.) Record, has accepted a position as advertising manager of the Houston (Tex.) Post. Mr. Brown has been actively connected with advertising and newspaper work in Fort Worth for fifteen years. He formerly was advertising manager of The Fair, a dry goods house, and while with this firm designed the truth emblem, later adopted by the Associated Advertising Clubs of the World as their official emblem.

**AD MEN'S BASEBALL LEAGUE**

**Employees of Six New York Agencies Organize for National Game.**

Representatives of the George Batten Company, Cheltenham Advertising Agency, Frank Presbrey Company, J. Walter Thompson Company, Federal Advertising Agency, and Albert Frank & Co., met at the office of the George Batten Company, on Wednesday night, and organized an Advertising Agents' Baseball League, of New York city.

A schedule extending from July 1 to September 30 was mapped out, and the following officers were elected: Baxter Catterson, of the George Batten Company, president; Warren Slegfried, of Albert Frank & Co., treasurer; Charles Cooke, of the George Batten Company, secretary.

The opening games of the season will be played this afternoon. The George Batten Company team will meet the Albert Frank & Co. nine at the latter's grounds in Avenue K, Flatbush. The Presbrey and Cheltenham teams will play at the Westchester grounds. It was decided to select the umpires from the different agencies comprising the League. The full schedule will be put into operation on July 8.

**Big Job for A. J. Dodge**

WASHINGTON, June 28.—Arthur J. Dodge, a prominent news writer and former president of the National Press Club and an authority on economics, has been elected business manager of the Denver City and Commercial Association. He will assume his new duties on July 15. He will, among other duties, supervise the work of seventy merged trade bodies, with a membership aggregating 25,000. Mr. Dodge came to Washington from Wisconsin in 1887 as correspondent of the Milwaukee Sentinel, and represented that newspaper and the St. Paul Pioneer-Press for fourteen years. For the last few years he has represented the American Economist and other trade publications dealing with finance, commerce, banking, and manufacturing.

**Japanese Editors Too Well Americanized**

SAN FRANCISCO, June 24.—E. K. Wako and M. Ishihashi, editor and reporter, respectively, of the Central California Times, a Japanese newspaper, who were convicted on a charge of libel, have filed an appeal in the Third District Court of Appeals from the judgment in the Sacramento Superior Court. The Japanese publish the newspaper in Fresno, and the story on which they were convicted was written about one Risaburo Hattori. They were sentenced to serve one year each in the Sacramento County Jail, where they are now confined pending the appeal.

**Deplore Photo-Engravers' Indictment**

PHILADELPHIA, June 29.—A resolution deploring the indictment of members of the executive board of New York Photo-Engravers' Board of Trade, was unanimously passed at the annual convention of the International Association of Manufacturing Photo-Engravers, held here this week. The resolution calls attention to the increased cost of materials and the high wages demanded by labor, and insists that the New York prices are fair when figured on this basis. It concludes: "We express complete confidence in the rectitude of purpose and integrity of motive of the officers of the Photo-Engravers' Board of Trade of New York."

The Following Newspapers are Members of

**THE AUDIT BUREAU OF CIRCULATIONS**

And grant the right to the organization to examine, through qualified auditors or independent auditing concerns, who are certified public accountants, any and all bills, news-agents' and dealers' reports, papers and other records considered by the Board of Control necessary to show the quantity of circulation, the sources from which it is secured, and where it is distributed.

<b>ALABAMA.</b> NEWS ..... Birmingham Average circulation for March, Daily 39,025; Sunday, 41,039. Printed 1,905,330 lines more advertising than its nearest competitor in 1915.	<b>NEW JERSEY.</b> JOURNAL ..... Elizabeth PRESS-CHRONICLE ..... Paterson COURIER-NEWS ..... Plainfield
<b>CALIFORNIA.</b> EXAMINER ..... Los Angeles A. R. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery. MERCURY-HERALD ..... San Jose Post Office Statement 11,434. Member of A.R.C. THE PROGRESS ..... Pomona	<b>NEW YORK.</b> COURIER & ENQUIRER ..... Buffalo IL PROGRESSO ITALO-AMERICANO ..... New York DAY ..... New York The National Jewish Daily that no general advertiser should overlook.
<b>GEORGIA.</b> JOURNAL (Cir. 57,531) ..... Atlanta CHRONICLE ..... Augusta	<b>NEBRASKA.</b> TRIBUNE ..... Hastings Circulation A. R. C. report, 7,100. Full leased wire report United Press.
<b>ILLINOIS.</b> HERALD-NEWS (Circulation 15,190) ..... Joliet STAR (Circulation 21,589) ..... Peoria	<b>OHIO.</b> PLAIN DEALER ..... Cleveland Circulation for May, 1916. Daily ..... 140,279 Sunday ..... 185,268 VINDICATOR ..... Youngstown
<b>IOWA.</b> REGISTER & LEADER ..... Des Moines EVENING TRIBUNE ..... Des Moines Essential to covering Des Moines and vicinity. SUCCESSFUL FARMING ..... Des Moines More than 700,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations.	<b>PENNSYLVANIA.</b> TIMES ..... Erie DAILY DEMOCRAT ..... Johnstown TIMES-LEADER ..... Wilkes-Barre
<b>KENTUCKY.</b> MASONIC HOME JOURNAL ..... Louisville, Ky. (Semi-Monthly, 32 to 64 pages.) Guaranteed largest circulation of any Masonic publication in the world. In excess of 90,000 copies monthly	<b>TENNESSEE.</b> BANNER ..... Nashville
<b>LOUISIANA.</b> TIMES-PICTAYUNE ..... New Orleans	<b>TEXAS.</b> CHRONICLE ..... Houston The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday.
<b>MICHIGAN.</b> PATRIOT (No Monday Issue) ..... Jackson Last Gov. Statement—Daily, 11,403; Sunday, 12,568. Member A. R. C. and A. N. P. A. Flat rate 2 cents line; full position 2 1/2 cents line.	<b>UTAH.</b> HERALD-REPUBLICAN ..... Salt Lake City
<b>MINNESOTA.</b> TRIBUNE, Morning and Evening ..... Minneapolis	<b>VIRGINIA.</b> DAILY NEWS-RECORD ..... Harrisonburg In the famous Valley of Va. only paper in the richest Agricultural County in United States.
<b>MISSOURI.</b> POST-DISPATCH ..... St. Louis Is the only newspaper in its territory with the beautiful Rotogravure Picture Section. Circulation first four months, 1916: Sunday average ..... 375,428 Daily average ..... 217,228	<b>WASHINGTON.</b> POST-INTELLIGENCER ..... Seattle
<b>MONTANA.</b> MINER ..... Butte Average daily 11,965. Sunday, 20,189, for 3 months ending March 20, 1916.	<b>CANADA.</b>
<b>NORTH CAROLINA.</b> SENTINEL ..... Winston-Salem October Gov't report 5,848, net gain October, 1915, over October, 1914, 1,028 copies.	<b>ONTARIO.</b> FREE PRESS ..... London
<b>ROLL OF HONOR</b>	
The following publishers guarantee circulation and willingly grant any advertiser the privilege of a careful and exhaustive investigation.	
<b>ILLINOIS.</b> SKANDINAVEN ..... Chicago	<b>NEBRASKA.</b> FREE PRESS (Cir. 128,364) ..... Lincoln <b>NEW YORK.</b> DORSETTING DELLA SERA ..... New York

**New Orleans States**  
Member Audit Bureau of Circulations.  
Sworn Net Paid Circulation for 6 Months Ending Mar. 31, 1916.  
**34,686 Daily**  
We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans.  
To reach a large majority of the trade prospects in the focal territory the States is the logical and economic medium.  
Circulation data sent on request.  
**The S. C. BECKWITH SPECIAL AGENCY**  
Sole Foreign Representatives  
New York Chicago St. Louis

## C. M. PALMER ON NEWSPAPER VALUES

(Concluded from page 5)

ures was only discovered after countless thousands of years of trafficking, but it was the foundation of big business. When your most enterprising merchant grows so great that he demands a special rate, ask him to give you a special low price on all the goods yourself and family may purchase and to let you print that price in your paper. Learn to know that which you have to sell has just as definite a hard cash value as the goods on the shelves of the merchant. But don't forget the difference between your position and his, regarding sales. If he does not sell his goods to-day he has them on hand to sell to-morrow. When you go to press to-day your chance to sell your reasonable goods—to-day's space—is gone. A column of space that you might have used for advertising to-day is gone and you'll never realize a penny on it. Therefore push your advertising men and your advertisers as if to-day's paper was the last one you are ever going to print. It IS the last one so far as its allotment for advertising space is concerned. That water will never flow down the mill race again. You must turn it into power when it passes the wheel or lose it forever.

I cannot urge you too strongly to work steadily and hard on your classified departments. They constitute not only the bone but the sinew which holds together the bones of many a successful paper. Spare no effort and no reasonable expense to get not only your townspeople, but your county readers to use the liners. Make the rate reasonable for one-time insertions with a no-

ticeable discount for six or more insertions of the same ad. Classify carefully and keep display, beyond a cap or Gothic catch word for each ad, out of your classified columns. This gives every advertiser, large or small, the same chance to attract attention. It makes the classified column easy reading and you print little matter in your news columns that is more carefully read. There is circulation of the most solid character, and a good deal of it in a live classified page and instead of its costing you money you are paid for printing this desirable class of news.

Permit me to enlarge a little upon what I believe to be a matter of great importance to you all. New York State has for many years been very liberal with its newspapers in payment for political advertising—session laws, election and primary notices, etc. Speaking to you as publishers of dailies in moderate sized towns in New York State, I venture to say that you lose money by this generous distribution of political advertising which gives each year to two papers in each county, however small their circulation, full legal rates for printing the session laws. These awards are made in turn by the County Boards of Supervisors and they serve to keep alive a considerable number of weeklies and a few daily issues perhaps which, without this spasmodic State aid, would cease to exist. These papers often constitute stone and briar patches in your individual fields which prevent the thorough intensive cultivation of every part of them, which the times demand if you are to make the most of your properties. With the trolley, rail, motor bus, and rural route distribution which you all enjoy for your product you can cover each of these little centres better than the weeklies which they now partially support—better not only for yourselves but for the public served. Your district correspondents can give the neighborhood news more quickly than the local weeklies and if need be in greater volume in six days than they can in the single weekly issue. Your circulation will benefit because every English-reading resident of your field either now takes or can be made to take a daily to his manifest advantage. He is infinitely better off with daily service instead of weekly as he gets not only his general news, but the local news and the markets in which he buys and sells, which have a direct money value to him while the information is fresh and of value.

Another aspect of this partisan political patronage deserves serious attention and though my views may not agree with yours, I am here to tell you what I think and not what I think you think. I think those of you who never get it and never try for it are better off than those who do. Political patronage discourages independent newspaper work, and the independent newspaper is the successful newspaper anywhere and everywhere in these United States. East and West, in large cities and small, this is the fact. And as we get farther away from the Civil War, voters are becoming less partisan and more independent in their thinking and their balloting. You can't stop this tendency, and you can't get away from it as one of the great factors in your business. The more earnestly you are trying to build up a solid permanent business, one that will have real value either to keep or to sell, the more you should seek to be free from every outside influence—political, busi-

Get the news and print it.  
Keep your paper good-natured.  
Avoid partisan politics.  
Push your circulation.  
Push your advertising.  
Push your collections.  
Pay your bills promptly.  
Keep your outfit up to date.  
Stick to your own business.  
Stand up for your town.  
Teach true Americanism.

ness, or social—that may affect the independence of your newspaper. The people respect the paper with no strings on it, the one which always tells the truth and often shames the devil. How are you going to shame him and confound his evil works if he knows that you sell your independent soul once every two or three years for twelve hundred dollars for boiler plating the session laws, passed by a Legislature, the members of which never read them, to a public which would not read them if you paid them for doing it. Nor will he respect you any more because once in two years a couple of you in each county get a few hundred extra for printing a notice of the general election. For this dole of the people's money from the great political organizations you feel compelled to support the organization candidates and the organization measures whether you want to do so or not. I venture to say that some of you have been asked to support men for important offices whom you wouldn't have alone in your private offices, if there was a dollar's worth of postage stamps in the desk. You know what you think of yourselves when you commend this kind of mangy cattle. And you get what they call the party support for doing it. What do you suppose the people in general, who only get the worst of it, think when they see you doing it? Are you going to get their hearty support? I venture to say that in those States where State and county advertising is confined within the strictest necessary limits and it is made an indictable offence to accept money for the publication of a political puff unless it is marked and run as paid matter, the press stands higher in public esteem than it does where public patronage buys obedience. And I want to tell you that as an encouragement to well-doing that in several of those States the receipts of newspapers from party and candidates' advertising—bought, paid for and marked as such—far exceed the amounts paid under the party system of rewards for faithful, unquestionable service.

Summing up briefly some of the things already said and summarizing some others which the time limit does not permit me to enlarge upon, let me give you in a few words, some rules of conduct for the valuable newspaper property.

Get the news and print it. Get all you can afford to and then some. Print all of it that is fit to print and don't print any of it in an indecent way. The toughest character you know admires decency in his heart.

Keep your paper good natured. The Gloomiest Gus in your town prefers sunshine to shade.

Avoid partisan politics. Be Republican, Democratic, or Progressive as you believe but remember that your party hasn't got all the good men or your opponents all the bad ones. An analysis of a hundred men of each belief would give just the same average results.

Push your circulation and never let up on the pressure. Never mind if

people tell you "Every one reads it." You'll find plenty of uncultivated spots in your field if you inspect it closely enough. It is the intensive farmer who makes the money nowadays.

Push your advertising. You'll never get it all—though it all belongs to you if you have a real medium. There should be more rejoicing in the counting room over a new classified customer from the outskirts of your field than over a new display customer in the next block.

Push your collections firmly and pay your own bills promptly. Nothing you can do will make both debtors and creditors respect you more.

Keep your outfit up to date. Wages are too high these days to be wasted in using poor machinery or insufficient material. A good machine once bought will last a lifetime, but wages must be paid every Saturday. The composing room that is kept up all the time will never necessitate a new dress which costs a lot of money and may prove less attractive than the old one.

Stick to your own business. One good healthy newspaper is all the community should hold you responsible for and it will keep you busy if you run it right. Don't try to be a banker, merchant, or a traction magnate on the side. These fellows all have their troubles. Don't let them unload any of them on you.

Stand up for your town. It may be filled with mossbacks, back numbers, and cranks, but they're what you've got to live and work with so make the best of them and make them better if you can. If you can show them that it is a better town than they thought that will help to make it so. A live newspaper has often restored to life a dead town. A dead newspaper will go far towards killing a live one.

These injunctions are mostly material. They look to profit at the end of the year in the form of money in the bank. A good thing to have and a worthy object to work for. But you have a higher duty than to make only money. You are in a position, almost the only effective position which a man can occupy, to make better citizens for the State and the nation. You and the public schools must do the work of converting into American citizens the heterogeneous flood of foreign immigrants, now temporarily checked, but which will at the end of the world war flow again to our shores in greater volume than ever before. It is a great task and the experience of the last two years shows that in the past it has not been well performed. See to it that you do your best in every issue of your papers to teach true Americanism, not hyphenated and not partisan, but broad intelligent and honest Americanism. If you do your share in this work you can feel when your time comes to make way for some one else that you have created not only a valuable newspaper property but have done something definite toward the attainment of a better world, a better country, a better State, and a better town, in the memory of which your good works will live.

### Will Read News to Convicts

Holding that the newspapers in themselves have been "the greatest educators yet submitted to civilization," James M. Carter, State Superintendent of Prisons of New York, is preparing to have brief extracts from the daily papers read to the convicts after supper, acquainting them with the big news events, and making them feel like a normal man at home.

No publicity just happens, it must be planned and worked over.

## Advertising Agents

**COLLIN ARMSTRONG, INC.,**  
Advertising and Sales Service,  
1457 Broadway, New York.

**FRANK, ALBERT & CO.,**  
26-28 Beaver St., New York.  
Tel. Broc 3831.

**HOWLAND, H. S., ADV.**  
AGENCY, INC.,  
20 Broad St., New York.  
Tel. Rector 2573.

**LEVEY, H. H.,**  
Marbridge Bldg., New York.  
Tel. Greeley 1677-78.

## Publishers' Representatives

**ARKENBERG SPECIAL AGENCY,**  
702A World Bldg., New York  
406A Madison Ave., Toledo, O.

**CONE, LORENZEN & WOOD-**  
**MAN,**  
Brunswick Bldg., N. Y.; Advtg.  
Bldg., Chic.; Gumbel Bldg., Kan-  
sas City.

**DE CLERQUE, HENRY,**  
Chicago Office, 5 S. Wabash Ave.  
New York Office, 1 W. 34th St.

**GLASS, JOHN,**  
1156-1164 Peoples Gas Bldg., Chic.

**O'FLAHERTY'S N. Y. SUB-**  
**URB LIST,**  
22 North William St., New York.  
Tel. Beekman 3636

**PAYNE, G. LOGAN, CO.,**  
747-748 Marquette Bldg., Chicago,  
Ill.; 200 Fifth Ave., New York,  
N. Y.; 8 Winter St., Boston, Mass.;  
Krease Bldg., Detroit, Mich.

## BERT MOSES ON THE CONVENTION

(Concluded from page 4)

She is concerned only with the species. This law of the survival of the fittest is the law that regulates trade. The weak go down in competition with the strong—ever and always must this be so. Keeping this inexorable law in mind, it will be interesting to follow the outcome of the effort just now announced by the Ad Clubs to reduce the mortality of business enterprises. This is to be attempted by providing accounting systems to merchants to show costs, profits, leaks, and wastes, and to standardize merchandising. This system has been in process of preparation for a long time, and is the joint work of sincere and able men whose desire is to do good. It is not pleasant to say that sincere men are not always practical, and that in their sincerity the universal laws are often overlooked. It is debatable whether a high-brow system grafted upon a low-brow intellect will overcome the natural tendency of the fit only to survive. It is not system alone that makes a merchant successful, but rather a combination of a good system with a competent man. You have got to produce your man before you produce your system, and you will discover that, once the man is found, he will create a system of his own better than anything you can supply ready-to-wear.

At one of the newspaper sessions three very able men attempted to define, analyze, and classify "coöperation." These men were Mr. Paul E. Faust, Mr. G. Edward Buxton, jr., and Mr. W. A. Thomson. The papers they read smelled of the lamp—that is to say, many hours of daylight and night were given to their preparation. It was shown that "coöperation" is as elastic a word as "soup," of which Heinz, Campbell, and the Franco-American people make something exceeding seventy odd varieties.

Mr. Buxton read data compiled after great inquiry and extended labor, covering the views of agents, newspapers, and advertisers scattered all over the map. There seemed to be little or no agreement among these folks; beyond an apparent desire on the part of advertisers to get more than the publishers seemed willing to give. And the outcome of the whole debate was that, like dear old Omar, we came out of the same door wherein we went. There are some problems that cannot be settled by card systems or alarm clocks, and this is one of them. The court of last resort must be the court of Common Sense. I think Mr. Buxton came as near a solution as it is possible to come by saying that the publisher is willing to extend any coöperation asked so long as the advertiser is willing to pay for it. And I am inclined to think his solution is altogether complete. If coöperation must go on the rate card, there should be a penalty for it, just as there is for "first, following and next."

In writing of the convention the temptation is strongly to dip deeply into the dictionary for superlatives, and I am inclined to overcome the temptation by yielding to it. And so I will say that the Poor Richard Club engineered the biggest, most spectacular, most successful, and most impressive event the advertising world has ever known. Everything moved with the precision and regularity of a Swiss

watch. Every difficulty was discounted in advance—every problem solved before it presented itself. Their work was the labor of months; and self-interests were neglected by every man in the club, in order that delegates might enjoy comfort, order, and happiness from the moment they hit the platform when they arrived until the moment they stepped from the platform to the cars to go home. As the thing would be expressed in Bostonese, the Poor Richards worked their heads off, and prodigally drew upon their purses and energies to pass gladness and joy along to their fellow-men.

They saw to it that the tradesmen, hotels, and booze merchants did not disannex undue and unaccustomed quantities of loose change from the unsophisticated and unwary strangers from Chicago, New York, St. Louis, Cincinnati, Joplin, and Charlotte, N. C. Advertising men in whom my confidence is supreme assure me that when they asked for any certain bottle, they found in every instance that the contents agreed with the label, thus showing that the movement for truth in advertising has percolated through to a stratum where it was sadly needed, and which was long considered impenetrable.

You could see the influence of the Poor Richard Club in the courtesy shown by the usually arrogant and dictatorial cop. He answered you courteously, told you how to get there, and obliged you with a match if you happened to be shy of that most necessary adjunct of civilization. This courtesy was contagious, and was caught by the uncouth, fishy-eyed motorman and conductor, who actually told you in language that could be understood just how far you had to go and let you know when you got there.

This spirit of brotherly interest was general throughout the city, and to the credit of Philadelphia and its advertising citizens be it declared in red type that it has set an example in decency and morality that the world sadly needs.

The event has set a mark in magnitude that I doubt will be passed in a decade, if ever. There comes a time when a record stands for years. There may be advertising conventions to come where more delegates will attend, but it is questionable whether in all these United States there is another advertising club that will put so much time and labor and money and selfishness into entertaining the visiting delegates as the Poor Richard boys have done. They gave themselves, and this is a sincere but unsatisfactory attempt to express an appreciation that goes down as deep as I am able to sink the drill.

A conspicuous feature of the convention was Sam Dobbs, the scarred veteran of many a business battle. As he sat there, listening to the centuries-old talk about "Truth," I wondered if he realized what a many-sided, variable, unstable word "Truth" really is. Just now Coco-Cola is sorely beset by the courts, and still another effort is being made to destroy the mighty business which Mr. Dobbs has done so much to establish. It is quite evident that the Truth about Coco-Cola as held by Sam is widely at variance with the Truth as interpreted by the officers of the law who are hot on his trail. I

am sure an overwhelming majority of advertising men believe that Coco-Cola is being unjustly attacked—that the law is being employed to harass a reputable and worthy institution. And yet the "Truth" movement is to blame for it all. It is to blame because it has not recognized that "Truth" is a point of view—that it is opinion and nothing else. It is to blame because it has abridged a man's right to freely express his opinions about his own products, and has inspired so many laws that no advertiser any longer knows what he may safely say about his goods. What you hand the other fellow will in turn be handed to you, it being merely a question of time.

The feature of the inspirational mass meeting on Sunday was the classical address of Secretary Lane. This man is an orator, and oratory is the art of saying something to which an audience will listen without sneezing, snuffling, or shifting in the seats. He talked peace so long as peace be possible. The speaker knew the power of pausing at the right moment in an oration, and then letting the thought in mind find expression slowly and deliberately. He held his audience under that mysterious spell which sizes us all when the national spirit is touched and when love of country is the central theme.

The audience was plainly for peace, but if Teddy had been the orator, and if he had shouted "Get your guns, boys, and make a Swiss cheese out of every Greaser!" he would have swung his audience that way even more completely than Secretary Lane succeeded in doing.

President Houston is close to the throne at Washington, by way of London, and his remarks about the quiet, courageous, patriotic man in the White House, combined with the conspicuous part assigned Secretary Lane on the programme, seemed to a close observer to be an adroitly concealed arrangement to turn the occasion into an endorsement of the candidacy of the Princeton statesman.

The day was hot, and the percentage of perspiration was a bit higher than the percentage of inspiration. Little was said about advertising, and that little was old straw out of which the grain had been threshed years ago. The world is mad about war, and the drift is such that advertising stands small chance of displacing artillery. The smell of powder is in the air, and advertising must await the return of peace before it comes again into its own.

I had always been told that Philadelphia was slow—that its citizens never caught the summer complaint until after Thanksgiving Day—that they used last year's calendars to keep from catching up with the rest of the world; but I speak with authority when I say such reports are slanderous and false. The papers here during the convention got out extras with a frequency that amazed. They gave the news before it happened, not being patient enough to wait for events to transpire. There was no need of attending the sessions—you could get all the particulars in the papers before they took place. On Monday morning I came away from the session a little early, and a newsboy greeted me at the exit with a copy of a local paper, in which appeared a full report of a meeting that had not adjourned.

People elsewhere are glad to get the weather indications twelve hours in ad-

vance, but in the Public Ledger you get them about two weeks in advance. On June 26 I looked in this paper to see what the weather promised to be that afternoon, and all I could find were indications for the period from July 2 to 8. If you want to know what the weather prospects are for tomorrow, you have to look up papers already two weeks old. This is rather inconvenient, but it is Philadelphia enterprise.

The high place of Mr. Curtis in the publishing world was lifted still higher by that eminent gentlemen when he spoke about the great building he is to erect for his newspapers. Here is a man at the very climax of human activities and ambitions carrying a weight of years that to ordinary men means decline and slippers. There is no finer inspiration to us all than Cyrus H. K. Curtis.

The flat rate moved up another notch. It is coming as surely as national prohibition. Nothing but time intervenes.

The importance of individuality was shown by a Los Angeles merchant. He said success is individual, and it is. Nothing but the man himself counts.

St. Louis gets the 1917 convention, of course. They had the fight won before the rest of the boys began. It is a great thing to get there before you start.

The publishers were given so many kinds of advice that if one of them should attempt to follow it all he would pass himself going in opposite directions.

Advice was so voluminous and so universal that it fairly condensed on the walls and ran down up the floor, whence it was swept up by the janitor and carried away to the scrap pile.

I particularly noticed that the increase in rubber-necks keeps pace with the tendency to cut shirt waists lower and lower and skirts higher and higher.

Plymouth, Mass., sent a man named Kimball to the convention to tell "How to Lay Out a Club's Programme a Year in Advance." He covered the whole subject in one sentence when he said: "I suppose every club has to learn by experience." Mr. Kimball is eminently right. He can use the English language and get there with no wastage of words, and he did.

Mr. Siderer's proposal to establish a red-light district in newspapers, whence could be relegated the street-walkers of advertising, was coarse rather than clever. No advertising should go into any newspaper unless it is good enough to go on any page. The idea that you are respectable and the other fellow isn't, is not a nice idea. Your opinion of your neighbor may be no higher than his opinion of you. You may not fancy the business he is in any more than he may fancy yours, and yet, if both products are useful and worthy, it is an insult to any publisher to indicate to him where he may or where he may not place the advertising he accepts. If you don't like the advertisements in a newspaper, it is your sweet privilege to stay out. The fact that you desire to go in is evidence that the publisher is printing a paper that the people like.

## Macaulay on Punctuation

The editor of an English advertising magazine, answering a correspondent who asks if there is a correct form for the printing, by newspapers, of their own name and that of other journals, says: "Our own practice for eighteen years has been that of Macaulay in his Essays, thus: The Edinburgh Review, without either italics or inverted commas. When only a part of the full title is referred to the word 'the' should not be capitalized, thus: 'Referring to The Daily Express, what the Express really said,' etc."

## Canadian Press Clippings

The problem of covering the Canadian Field is answered by obtaining the service of

## The Dominion Press Clipping Agency

which gives the clippings on all matters of interest to you, printed in over 95 per cent. of the newspapers and publications of CANADA.

We cover every foot of Canada and Newfoundland at our head office.

74-76 CHURCH ST., TORONTO, CAN.

Price of service, regular press clipping rates—special rates and discounts to Trade and Newspapers.

## Successful

Men in every walk of life are all familiar with

## Romeike's Press Clippings

Among our patrons are professional and business men and women, public persons and the leading Banks, Trust Companies and Corporations.

## Romeike Clippings

are an indispensable adjunct to every business. If you have never used them, write for information and terms to-day.

HENRY ROMEIKE, INC.,

106-110 Seventh Ave. New York City

Hemstreet  
PRESS CLIPPINGS

Tenth Avenue At 45th Street  
New York



We can increase your business—  
you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.

## BURRELLE

60-62 Warren St., New York City  
Established a Quarter of a Century.

## ALONG THE ROW

ALL IN THE DAY'S WORK.

It's a pretty tough assignment

When a fellow has to go  
To the hot sands of the border  
And perhaps to Mexico.

And to live on army rations  
When it's ninety in the shade,  
But they've got to get the stories  
And it's there they will be made.

It's a hard old proposition  
To be sent to cactus land,  
For life is no merry pic-nic  
'Long the muddy Rio Grande;  
But down there there's something doing,

So the scribes will have to go,  
For war copy for the wires  
That run straight into the Row.

No, there's not a man who's kicking  
Or his duty there will shirk,  
For the scribe is always ready  
And he questions not his work.  
He is ready for the hardship  
And the toil that he must do;  
All he wants is lots of action,  
And to get his copy through.

## HOW ONE STORY WAS LANDED.

The threatened strike of railroad men calls to mind that years ago a similar strike was threatened on several big roads, the officers of which were hard to get at, and silent as elms when they were cornered by reporters. Day after day the boys called, always to be told that there was no news.

Finally one of the boys hit on a bright idea. He had a rubber stamp made, with the words "Metropolitan News Agency" on it. Then he got some carbon sheets and yellow flimsy, and started a story, beginning with "It is learned on good authority that the ——— Railroad is contemplating granting some of the demands of the strikers independent of what action the other roads may take," etc.

Each sheet of flimsy was stamped with the name of the "Metropolitan News Agency" and each man covering the story was given a copy of the fake.

They were met with the usual rebuff by the railroad officials, but when they flashed that flimsy on them they opened up. They denounced the "Metropolitan News Agency," said it had everything all wrong, and then gave facts regarding the situation at great length.

That night the "Metropolitan News Agency's" scoop was duly celebrated, and the rubber stamp placed on a shelf behind the bar, where it remained for many years.

## WON OUT ON NEWS.

When the New York Star was in existence, years ago, one of its copyreaders named McGuinness caused the desk much annoyance by dallying with the flowing bowl. Two suspensions and a couple of discharges were meted out to him, but he managed to get back every time by promising to brace up and be good.

However, the patience of the city editor became exhausted, so one day when McGuinness came in after being absent half a week, the city editor said: "Don't take off your coat, you are discharged—this time it goes, now get out and stay out."

Several hours later the city editor found McGuinness at a far-off desk plugging away at copy to beat the band.

"Didn't I tell you to go?" he shouted.

"Yes," answered McGuinness.

"Well then why in ——— don't you go?"

"It's impossible," replied McGuinness.

"Impossible?"

"Yes—because I've got no place to go to—that's why I've concluded to stay."

"You're the limit," said the city editor, and as he was a good old skate and admired nerve, he gave McGuinness another chance. TOM W. JACKSON.

## DON MARQUIS

## ON THE "COLYUM"

(Concluded from page 3)

"Frank L. Stanton, I suppose, is the oldest hand at it to-day. His daily column in the Atlanta Constitution must hold the record for continuity of publication. He has been keeping it up for twenty-seven or twenty-eight years now; and he seldom misses a day. Now and then his column is illustrated by his son, who is a clever comic artist. I am mighty glad to know that the people of Georgia are going to have a State holiday in honor of Stanton—a unique honor for a living journalist, I believe. It'll do the old man good. He's had his share of hard knocks, and he deserves all the appreciation and all the other good things than can be sent his way.

"A fellow long-time laborer in the field is 'Uncle Jud' Mortimer Lewis, of the Houston Daily Post, who probably has got more of a personal hold on his readers than any other columnist, and is the best-loved man in Texas. The South has been and is a particularly prolific section of the country for paragraphers and columnists. The Southern people are especially fond of both verse and humor. Nearly every newspaper in the South has its columnist. And, indeed, in recent years the idea of the daily column of paragraphs has spread all over the country, and you can hardly pick up a paper from anywhere without finding in it a department of this kind. It is so popular now that some papers even have two columns, conducted by two different men.

"The fact is, it is impossible to kill personality in journalism. Though it may seem to fall in one direction, it is constantly cropping up in some new way. It is impossible to have a machine-made thing *readable*—and so personality is necessary to daily journalism."

Like the majority of metropolitan journalists, Don Marquis is not a born New Yorker. He came to New York five or six years ago from Atlanta, where for several years he had worked on the Atlanta Journal and had helped Joel Chandler Harris to edit Uncle Remus's Magazine. But he hailed from Illinois originally, and had worked on newspapers in Washington and Philadelphia before going to Atlanta. Arrived in New York, he soon found a place as a copy-reader for the Evening Sun. After a while he began contributing unsigned paragraphs and verses to the editorial page; and an astute editor-in-chief, discovering his powers, set him to work in earnest.

For a time his contributions, though he says they included some of the best work he has ever done, did not attract any great amount of attention. But when he began to sign his name to "The Sun Dial" the acclaim forthwith became abundant. His own experience is a proof of what he says about personality in journalism.

His column is strongly individual. Two of its main characteristics are a gentle satire, which can be cutting at times, and a surprising abundance of real poetry of a high order and a serious import.

"I find, by repeated experiment," he says, "that my newspaper readers like the serious verse quite as much as, if not better than, they like the lighter stuff. This, of course, is gratifying; helpful to the column and helpful to me."

The name Don Marquis, which sounds like a pen-name compounded of Spanish and French, is really his own, "acquired through birth and baptism." His father was of Huguenot



BERT LESTON TAYLOR.

family; his mother of Scotch Presbyterian. His humor, in his opinion, he owes "to devout contemplation of my Scotch-Presbyterian ancestors." The principles on which he conducts "The Sun Dial" he has summed up thus:

I'd call the bluff

Of Sham and Smugness, Bunk, and Guff!  
I'd swat the droning flies that hum  
The futile tunes of piffledom.  
Nay, I'd not flout nor make a butt  
Of any really honest Mutt—  
Or Cheerful Idiot, or Geek  
Whose heart is right and brain is weak;  
Nor mock the blithe, bucolic Boob,  
The "harmless, necessary" Rube,  
But leave the hunting down of these  
To artists of the Obvious Wheeze—  
Myself, I think that stuff is Cheese.

Who are my mortal enemies?

The Snob, the Flunky, Puffed Pretence,  
The vendor of Slush Sentiments,  
The Sham Reformer with his cant,  
The clever Crook, the Sycophant,  
The Fake, the Fraud, the Hypocrite;  
Daily they get away with it!  
Daily I see, 'twixt Rage and Mirth,  
Bunk conquering this well-known Earth—  
Daily I hear the Solemn Ass  
Bray paddock judgments, loud and crass.

Don't think a programme of reform,  
An Uplift Schedule, hot with Peeve,  
Is lurking somewhere up my sleeve.  
When I tweak beards, or bash-in hats,  
Or make a pass at Buncombe's slats,  
I know I haven't croaked the gink!  
Yet I've a sort of foolish pride

In flocking with the honest side,  
In making Bunk ridiculous,  
And still refusing to deride  
The Wholesome and the Virtuous.

But he seldom resorts to slang for his humorous effects. Having shown how he can handle versified slang, when he chooses, I cannot do better than to sample his serious verse by quoting, from "The Sun Dial" for June 20, the first stanza of his fine poem, "At Last"—certainly the most noteworthy poem that I, at least, have ever found in a newspaper "colyum":

Each race has died and lived and fought for the  
"true" gods of that poor race,  
Unconsciously, divinest thought of each race gilding  
Its god's face.

And every race that lives and dies shall make  
Itself some other gods;

Shall build, with mingled truth and lies, new  
Icons from the world-old clods.

Through all the tangled creeds and dreams and  
changing shibboleths men hold

The false-and-true, inwoven, gleams; a matted  
mass of dross and gold.

Prove, then, thy gods in thine own soul; all  
others' gods, for thee, are valu;

Nor swerved be, struggling for the goal, by bribe  
of joy or threat of pain.

The Boston Record is playing up on its first page a department which answers all sorts of questions. Readers of the Record are also invited to send in answers to questions appearing in this department, which is very wide in its range of usefulness.



# Why Are Star Salesmen Always Sent to OHIO?

**P**RACTICALLY every business house puts Ohio on the itinerary of its highest salaried salesman. The salesmen regard Ohio as the best berth and competition to get it is keen. This is because every man who has studied business conditions knows that Ohio offers a rich field for the man who has something worth while to sell.

It has producing farms, busy factories, splendid hardwood forests, rich petroleum, coal and natural gas fields. It has a population of 4,767,121, or 117 inhabitants per square mile. Located in the teeming Mississippi valley.

## Ohio's Pockets Bulge With Dollars Ripe for Spending

### Read this Record for Prosperous People

Ohio has 15,138 factories or an average of one factory for every 2.6 square miles of territory. The yearly payroll of Ohio factories amounts to \$245,000,000.

There are 24,105,708 acres of farm land, mostly improved. Although this is 92% of the state's area, yet 55.9% of the population lives in incorporated towns and villages, showing how intensely populated Ohio is.

Ohio farms average 88.6 acres and are worth \$1,902,694,589. Nearly 200,000 farms are *owned by their occupants*. Think what this means to the maker of farm implements.

Flat dwellers and hotel boarders are not your best customers. In Ohio 100 families out of every 111 live in dwellings. There are 4 people to the average Ohio family.

Ohio is fifth in electric railway mileage. It is thirty-fifth in area and fourth in population.

## Your Advertising to this Group will Bring You Big Results

When you say "Put Ohio in the schedule" you are not advertising to underpaid sweat shop workers nor hard scrabble hand-to-mouth farmers. You are reaching the proud and happy citizens of a mighty Inland Empire. Your ad can't help bring results because it is reaching a people who have money to spend and the will to spend it.

The papers here named are reaching the representative people of their respective communities. Any of them will be glad to send you detailed information if you will write. Get in line now. Investigate Ohio. It's the Promised Land.

**National Advertisers and Advertising Agents wishing detailed information in respect to market conditions and distribution facilities in OHIO should communicate with The Editor & Publisher, New York City.**

*This Advertisement was prepared by the Mumm, Advertising Co., Columbus, Ohio*

(To Be Continued)

#### AN EFFICIENT LIST OF OHIO NEWSPAPERS

	Net Paid Circulation	2,500—10,000 Lines	
Akron Beacon-Journal (E)			
Canton News (E&S)	24,837	.035	.035
Chillicothe Scioto Gazette (E)	12,446	.015	.015
Chillicothe News Advertiser (E)	2,310	.0057	.0057
Cincinnati Commercial Tribune (M)	2,449	.0085	.0072
Cincinnati Commercial Tribune (S)	160,723	.11	.09
Cincinnati Enquirer (M & S) sc.	126,339	.14	.12
Cleveland Leader (M)	53,000	.14	.12
Cleveland Leader (S)	76,550	.15	.13
Cleveland News (E)	106,593	.17	.15
Cleveland Plain Dealer (M)	112,888	.18	.16
Cleveland Plain Dealer (S)	131,430	.18	.16
Columbus Dispatch (E)	174,867	.21	.19
Columbus Dispatch (S)	75,077	.10	.09
Dayton Herald (E)	71,832	.10	.09
Dayton Journal (S)	22,114	.05	.035
Dayton Journal (MS)	22,430	.05	.035
Combination rate, both papers, 6c. per line			
Dayton News (E)	22,430	.045	.045
Dayton News (S)	32,014	.045	.045
East Liverpool Tribune (M)	18,443	.03	.03
Findlay Republican (M)	5,666	.0115	.01
Lima News (E)	5,496	.0093	.0093
Mansfield News (E)	9,322	.02	.0157
Marion Daily Star (E)	7,631	.019	.019
Newark American- Tribune (E)	7,089	.0129	.0129
Piqua Daily Call (E)	5,560	.0085	.0085
Portsmouth Daily Times (E)	4,119	.0072	.0072
Sandusky Register (M)	8,377	.015	.015
Springfield News (E & S)	4,721	.0093	.0093
Steubenville Gazette (E)	12,224	.02	.02
Toledo Blade (E)	3,570	.0143	.0071
Youngstown Telegram (E)	50,182	.11	.09
Youngstown Vindicator (E)	15,728	.03	.03
Youngstown Vindicator (S)	18,014	.03	.03
Zanesville Signal (E)	15,034	.03	.03
Zanesville Times- Recorder (M)	6,173	.0128	.0128
Totals,	1,220,529	2.1690	1.8997

† Publishers' statement.

\* A. B. C. statement.

Other ratings, April, 1916.

June 1910.....	109,106
“ 1911.....	118,695
“ 1912.....	137,348
“ 1913.....	153,237
“ 1914.....	174,206
“ 1915.....	187,894

First 16 publication days June, 1916, 218,736

January, 1916.....	168,869
February, 1916.....	170,922
March, 1916.....	184,018
April, 1916.....	191,419
May, 1916.....	200,010

First 16 publication days June, 1916, 218,736

These figures reflect the steady growth of the net paid circulation of

# The New York Globe

which has more than doubled in the past six years without any increase in rates to general advertisers.

	Jan.	Feb.	March	April	May
Globe .....	226,880	164,544	240,427	219,014	241,740
World .....	191,195	160,844	204,897	204,313	220,829
Mail .....	154,145	128,178	199,630	183,965	218,692
Sun .....	164,012	134,111	190,292	185,229	207,665
Journal .....	204,180	168,695	171,828	177,130	182,976
Telegram .....	74,936	61,667	79,463	72,740	92,534
Post .....	70,117	68,362	73,270	73,016	73,008
	<u>1,085,465</u>	<u>886,401</u>	<u>1,159,807</u>	<u>1,115,407</u>	<u>1,237,444</u>

These figures show the amount of space used by the sixteen leading retail shops during the first five months of 1916 in New York's evening newspapers. These advertisers, buying at close range, convincingly show

# The New York Globe

occupies first place—rate, circulation and results considered.

The Globe sells its advertising in the full confidence that any advertising accepted will yield results. This is demonstrated by scores of voluntary letters from present advertisers, proving the point beyond all doubt.

Member of the A. B. C.

CHICAGO  
Tribune Bldg.

O'MARA & ORMSBEE, Inc.,  
Special Representatives

NEW YORK  
Brunswick Bldg.



